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Author:

Borsodi, William

Title:

Tobacconists' advertising

Place:

New York

Date:

[1910]

94-82146.9

MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

Business
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Borsodi, William, ed.
~~Scran~~ Tobacconists' advertising; a collection of selling phrases, descriptions, and illustrated advertisements, as used by successful advertisers, to facilitate the expression of ideas and assist in the preparation of attractive advertising, ed. and comp. by William Borsodi. New York, The Advertisers' cyclopedia company [1910]

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TECHNICAL MICROFORM DATA

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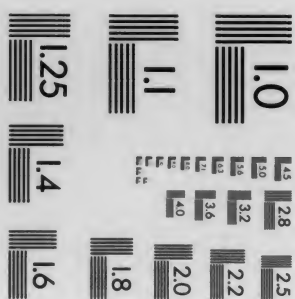
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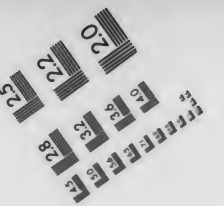
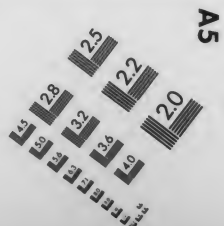
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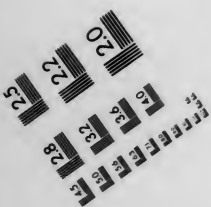
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TOBACCONIST
ADVERTISING
BY
WILLIAM BORSODI

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Columbia University
in the City of New York

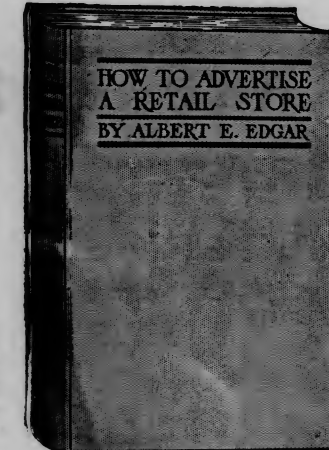
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School of Business

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR



This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to BRAINS and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.

Teaches

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters, and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two hundred fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,
Mail-order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,
How to read proof and technical terms.

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

**More than 500 Pages, Handsomely bound
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Take The Chance

IF you find in a trade paper but one item a year that will prove beneficial in the conduct of your business, the cost of the paper has been money well invested.

IF you interest but one customer a year in your goods by an advertisement in that paper, you still make a big percentage on the outlay.

THE CIGAR AND TOBACCO JOURNAL,

Published monthly at Minneapolis and Saint Paul, covers the Northwestern field, both jobbing and retail, and no other tobacco trade publication does it.

Subscription price, \$ 1.00 per year. Foreign countries, \$ 1.50 per year.

ADVERTISING RATES

One page per annum	\$ 300.
One-half page "	\$ 180.
One-quarter page "	\$ 100.

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CARROLL S. BARTRAM, PUBLISHER

TOBACCONISTS' ADVERTISING

A COLLECTION OF SELLING PHRASES,
DESCRIPTIONS, AND ILLUSTRATED
ADVERTISEMENTS AS USED BY
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION
OF IDEAS AND ASSIST IN
THE PREPARATION OF
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY
WILLIAM BORSODI



PUBLISHED BY
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NEW YORK

Business

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COPYRIGHT, 1910
BY WILLIAM BORSODI

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B647

E. C. H. July 28, 1913

INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employés, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that paid. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker: "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

CIGARS AND TOBACCO

Christmas *cigars* for ladies to give the gentlemen. When it comes to buying cigars for gift purposes, we're prepared to meet you on the ground floor with a big collection of popular brands in boxes of all sizes. Ladies need not hesitate in the least from buying here, for we're familiar with the tastes of New Bedford smokers and carry a stock of most selected brands. Prices from 50c to \$5 the box.—*Brown's Drug Store, New Bedford, Mass.*

There is nothing that will please a man better than a box of fine-flavored cigars—or a beautiful pipe. Every man wishes a good pipe and every time he smokes he will thank the giver; the better the cigars or pipe, the greater the thanks. Our stock is carefully selected to please particular men, and ladies can safely trust to our judgment in making selections. Although ladies do not smoke, they enjoy the delicate fragrance of a good cigar. The aroma of our splendid brands is most agreeable to the smoker and to those around him. We carry in stock every variety of pipes from the penny clay to the elaborately carved meerschaum. We save you money if you make your Xmas selections here. Every dollar spent in our store reaches the limit of its purchasing power. Come in and make your selections now. Ladies—watch our advertisement for Friday and Saturday. There will be big bargains.—*The Brunswick Cigar Co., Allentown, Pa.*

Why Uncle Sam is thankful is no puzzle, for he smokes Miles Standish special *cigars*, the best in the country. For an after Thanksgiving dinner smoke they are just the thing, giving that delightful sensation where good digestion waits on appetite.—*R. B. Kook & Co., Fargo, N. D.*

"First come, first served." Such an offer isn't made every day, can't last forever. But to introduce the General Hartranft *cigar*—fine quality and a good smoke every way—it will be sold for a nickel. When you try it you'll say it's worth more. This asks only the trial—you'll do the rest. 25, 50 and 100 boxes for sale at all stores.—*C. E. Blair & Sons, Makers, Harrisburg, Pa.*

Women needn't be timid about giving cigars. There's a brand that can be depended upon to please the smoker, no

matter how particular he may be. Many women want to give cigars for Christmas gifts, but are undecided because they know so little about tobacco. Women are urged to note the significance of the long record of the famous King Oscar cigars, 5c. Fifteen years of steadily increasing popularity—such a service is worthy of confidence. Fifteen years of regular quality, of satisfaction, of keen enjoyment. Sure!—any man will welcome a box of these good nickel cigars.—*Harrisburg, Pa.*

There's real satisfaction in smoking Hyperion Perfectos—the man who has not tried them has missed a real treat. Hyperion Perfectos are made from the very finest quality of Havana tobacco, which is called in the market Vuelta Abajo. The wrapper is Connecticut broad leaf, making the most satisfying combination you could wish for. Why not ask for Hyperion Perfectos to-day and enjoy a really good smoke?—*J. Kilfeather, New Haven, Conn.*

The El Toros now on the market are finer in quality than ever, because of the unusual excellence of this year's crop in Porto Rico, only the best selections of which are used to make the El Toro. Made in a thoroughly modern factory, with facilities and methods unequalled by any other manufacturer. El Toro cigars are unquestionably the finest 5-cent cigars Porto Rico has ever produced. Every El Toro cigar is now branded so you can be sure you get the genuine.—*Porto Rican-American Tobacco Co., St. Paul.*

Each leaf of tobacco that enters into the manufacture of this cigar is treated by a process of sweating that reduces the remaining nicotine to a minimum. Result—you can smoke all the Taco cigars you want without experiencing that "sleepy stupor."—*The Tracy & Avery Co., Mansfield, Ohio.*

From a crop of tobacco as fine as any grown in the world, the tobacco is specially blended so as to form a most delicate and delicious smoke. The cigars are handmade in a clean up-to-date factory. Rigby's Dolly Dollars.—*Rigby's, Mansfield, Ohio.*

A delicious blend of Havana tobaccos, silky imported Sumatra wrapper, and expert workmanship make this a most enjoyable cigar and big value for the price.—*F. G. Wilcox, Rome, N. Y.*

CIGARS AND TOBACCO

This is one cigar you can be sure is Porto Rican, made in Porto Rico, entirely of Porto Rican tobacco. For years its high quality has been a prime factor in popularizing Porto Rican cigars among discriminating smokers. The El Toro cigars now being marketed are particularly recommended because of the unusual excellence of this year's Porto Rican tobacco crop—from only the choicest selections of which El Toros are made. El Toro is to-day the best cigar Porto Rico can produce for five cents. There's a band on the genuine.—*Porto Rican American Tobacco Company, Tacoma, Wash.*

Here is a clear Havana cigar at five cents that we want you to judge side by side with regular Key West brands that have sold for years at 3 for 25 cents and 10 cents straight. Cuba-Roma, all-Havana cigar, five cents, is a new and sensational value in the cigar business. Where, outside of national cigar stands, can you get a large, well-rolled, full-weight cigar, made entirely of fine, imported Havana leaf, and thoroughly seasoned for five cents? That is what we sell you in Cuba-Roma. National cigar stands save you the unnecessary middlemen's profits made on the ordinary Key West brands.—*National Cigar Stands, Schenectady, N. Y.*

An ideal cigar for the refined taste and a slim pocketbook is the General Hartranft. You get as much satisfaction in fragrance and solid enjoyment for five cents from this well made excellent cigar as from many others that are higher priced. When you want a good, moderate priced smoke try a General Hartranft. All dealers.—*C. E. Blair & Sons, Harrisburg, Pa.*

How do you know a good cigar? You can now buy cigars with the maker's guarantee on every box—a mark of merit that distinguishes scientific methods systematically applied to cigar production—a mark that stands for improved quality—better, riper tobacco, thoroughly natural and actually blended—smooth, even-smoking cigars, absolutely clean—without increased cost.—*American Cigar Co., Cleveland, Ohio.*

Why Hyperion Perfectos cost 10 cents straight. First—The Havana tobacco used for filler is the finest grown on the island of Cuba—known to the trade as Vuelta Abajo, crop of 1904. Second—The binder and wrapper are carefully selected from the best Connecticut broad leaf crop of 1904. Third—Hyperion Perfectos are five inches long and weigh as much as imported cigars costing

twenty-five cents each. Fourth—Every Hyperion Perfecto is hand made by the most expert cigar makers known to the craft under the most perfect sanitary factory conditions. Fifth—Hyperion Perfectos 10 cents straight are unequaled in flavor and aroma. A trial will prove to you all we claim for them. For sale at all leading cigar stands. Manufactured by J. P. Kilfeather, New Haven, Conn.

You'll enjoy the cigars you buy at our counter. We sell reliable brands only. We keep our cigars at just the right temperature, keeping them always in perfect smoking condition. We suit your cigar taste exactly, for we sell everything in cigars the smoker can think of or need.—*The Caldwell & Bloor Co., Mansfield, Ohio.*

Smokers make our cigar case your supply headquarters and you will always get a nice moist cigar—one that smokes like you want it to smoke. All the popular brands.—*Reynolds' Drug Co., Denison, Tex.*

Cigar talks. Uniformity of quality is the one great feature of the Hyperion Perfecto cigar. Every cigar in each box is as near alike as human hands can make them. We buy our Connecticut broad leaf and Havana tobacco in large quantities, far in advance. Even now we are still using 1904 crop which is particularly fine. Hyperion Perfecto cigars at ten cents. Will please the most particular and exacting smoker. Stop in any cigar stand and ask for Hyperion Perfecto. Insist upon having it. Your judgment will prove all we say about the superior quality.—*Kilfeather, New Haven, Conn.*

We have taken every odd lot and box of Key West and imported cigars in our stock and price-marked them down to cost or less. And cost or less with us means what it says. In some instances cigars that are real old—"storekeepers"—the price cut is as much as 40 per cent. below net cost. Seeing is believing—there's a plain white chalk pricemark on each separate lot—step in and paw them over. As our stock never contains trash this sale means good cigars (but old) at real bargain prices.—*Edw. E. Hall & Son, New Haven, Conn.*

You can scour the town and you will not find a cigar for five cents that comes anywhere near the Kook's Templar for quality, flavor or genuine satisfaction. When you want a gentleman's smoke at a medium price, try one of our Kook's Templar 5-cent cigars.—*R. B. Kook & Co., Fargo, N. D.*

CIGARS AND TOBACCO

"Joe" sells the Barrister cigar at less than anyone else does. For good reasons he doesn't advertise the price. Maybe if he did he wouldn't be able to offer you these cigars in the future. But take a tip from Joe, the Cutter, and buy Barrister and Little Barrister cigars in boxes of twenty-five and fifty at a price that will surprise you. Do you understand? For further information call on Joe Graziano, Trenton, N. J.

You ought to knock when you get a poor cigar—and you don't know who made it—how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names?—*American Cigar Co., Atlanta, Ga.*

There are intervals day and night when you feel the need of a short smoke. Between lunch and business. Between office and home. Between trains. Between calls. Between acts. Between courses. Cigars are too long a smoke—and cost too much to throw away. It is just for these little intervals that Prince George Cadets are made. They give you all the delicious flavor and aroma of a choice domestic cigar. They are positively the best little cigar we have ever known at anything like the price.—*United Cigar Store Co., New York, N. Y.*

We're going to take you into our confidence and tell you just how we can afford to sell these Clear Havana cigars for 4c, 5c and 6c each. Heineman Bros., makers, Baltimore, Md., shipped these cigars to a local firm. The case was lost in transit and the Chicago & Alton railroad settled with the shippers. Later the case turned up in the railroad freight house and the C. & A. sold us the cigars to get back some of the money they had to pay the consignor for the loss of the case. The cigars are in perfect condition—couldn't be better if they'd been kept in an air tight vault.—*Jones Dry Goods Co., Kansas City, Mo.*

Whenever you buy a Bristol you get a cigar that is all Havana filler. Reliable in every way. Call for the Bristol and you can't go wrong.—*Walter S. Allen, Bangor, Me.*

You may be a good judge of cigars and still be taken in on a purchase. You can't be blamed for being nipped once, but it's your own fault if you don't profit by the lesson of experience. Why are you perfectly safe in coming to us for your cigars? We handle good cigars. By this we mean not only that we handle

good brands but we keep our cigars in good condition, neither too damp nor too dry. The condition of a cigar has much to do with its smoking properties.—*We study this and never hear any complaints.—Mackenzie, Pictou, N. S.*

Well, Mr. Smoker, after you have tried all the cigars on the market, come to one of the Sun's Broadway stores and get a good smoke. You'll wonder why you haven't been here before. We want you to try a Valley Sweet cigar. It will please you immensely.—*The Owl Drug Co., Los Angeles, Cal.*

Try us! We feel confident we can suit your particular taste. Don't labor under the fantastic delusion that because you are smoking a fairly good cigar there is no chance for improvement. We've got cigars to suit all mankind.—*The Nete Cigar Store, St. Joseph, Mo.*

"Concentrated Solace" little symphonettes. From the touch of the match to the last lingering whiff they are exquisitely sweet. The more you know about tobacco the more you will like them.—*Frankle Bros., Youngstown, Ohio.*

If you smoke and desire a Havana-filled cigar and an enjoyable smoke at a price that makes smoking an inexpensive luxury, the Sun's suggest the Santanola Crooks.—*Sun Drug Co., Los Angeles, Cal.*

The reason why we are gaining trade every day is not hard to understand—our cigars have stood the test—our stock is kept perfectly—our method of doing business is right and we are daily adding to our list of appreciative and satisfied customers.—*The Nete Cigar Store, St. Joseph, Mo.*

Sunday's not Sunday without good cigars—You'd be as uneasy as a fish out of water, if you couldn't put your hand on a generous supply of smokers. Might as well have the best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Here are two splendid brands, either of which will make the day a day of rest and enjoyment for you, if you smoke them.—*Schlotterbeck & Foss Co., Portland, Me.*

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25—than the Miles Standish. Large assertion with larger proof by thousands of men who have tested the Miles Standish.—*R. B. Kook & Co., Fargo, N. D.*

CIGARS AND TOBACCO

The tobacco is an expert selection from the finest growths that Cuba produces, the famous Vuelta Abajo leaf. The selections are blended in the leaf, and lie ripening for two years before they reach the cigarmakers, resulting in blend absolutely harmonious and uniform. The cigars are made in Tampa by expert workmen—Cubans and Spaniards who have, through the skill inherited from generations of cigarmakers, perfected by their own long practice, become known as "Regalia Workmen," the proudest title in the craft.—*United Cigar Stores Co., New York, N. Y.*

We know of several good reasons why you should select them here. We might mention that our stock is large, that we have many brands, sizes and colors to select from; that our salesmen know how to interpret your wishes; that they are specialists in their line of business; that we deliver to any place and at any time you say; that we aim to satisfy you in every way, and that our prices are consistent with the quality offered. Then let's get acquainted—the benefit will be mutual.—*Goldberg, Brown & Co., San Francisco, Cal.*

Do you smoke? If so, have you tried our Francis Wilson cigar? A regular 10c seller, but now selling for 5c. If you have tried them you are a regular customer and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the Francis Wilson. A box of 50 for \$1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison.*

*The wrapper of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in "First Consul" cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.—*Exchange Drug Co., Montgomery.*

Most everybody who has ever smoked imported Havana cigars has smoked Bock Panetelas—no other cigar imported from Havana is known to as many people. It is a very mild—fine flavored, occasional smoke, desirable for use when larger and heavier cigars are unsuitable. The leaf of which this cigar is made is grown on the plantations operated by this company and is now strictly uniform in quality, so that there is no

CIGARS AND TOBACCO

variation in the different shipments as received from Havana.—*Havana Tobacco Co., New York, N. Y.*

The American Cigar Company's scientific system of handling the tobacco leaf has made it possible to guarantee absolute uniformity of quality in every one of the cigars it produces. The American Cigar Company knows where its tobacco comes from. It maintains a great buying and storing service in each tobacco-growing district; and buys exactly the tobacco it wants. Its tobacco is all harvested under the direct supervision of its own experts, and the plants are cured in its own storing houses on the plantations. The new two-year fermenting process is what gives to the cigar the best smoking qualities. It extracts every last trace of the original harsh greenness and develops to perfection the aromatic fragrance of choicest selected leaf. The blending process combines in an actual blend the characteristic goodness of each required variety of leaf. The particular brand that suits your taste to-day will be exactly the same next year—in strength, flavor and grade.—*Metropolitan Cigar Co., New York, N. Y.*

The Japanese have had the best of the disagreement simply because they were thoroughly prepared for it. The tobacco used in Royal Bengals is prepared by a method which requires two years to complete. It reaches the factory ripened, mellowed, enriched and refined by wholly new processes of fermenting and blending that intermingle all its aromatic qualities and bring them out to perfection.—*Metropolitan Tobacco Co., New York, N. Y.*

A corner in cigars might be a fitting title for our story, but we won't claim it. Nevertheless, we have about as clever a monopoly on incomparable five cent smokes as it is possible to get. New ones and old ones. Let us serve you.—*Ostrom's, Binghamton, N. Y.*

There's many a bad cigar on the inside of a Sumatra wrapper. There's many a good cigar that never saw a Sumatra wrapper. Sumatra wrappers cost a good deal—don't add one iota to the smoking qualities of the cigar—simply make the cigar look pretty.—*Shryock-Johnson Mfg. Co., St. Louis, Mo.*

Ask the cigar man what is the best 5c cigar. If all he cares for is profit, there's no telling what he will answer, but if he wants your patronage and is a wise man he will surely answer "Spanaflora."—*Jordan, Gibson & Brown, Memphis, Tenn.*

Our cigars are embodiment of all that makes smoking a pleasure. The realization of the smoker's expectations. The perfection of conscientious effort.—*Barnes, Smith & Co., Binghamton, N. Y.*

This cigar is just as good as it can be made. To improve it, it would be necessary to improve on Nature's choicest product in Cuba; to improve on the best manufacturers' scientific methods of curing and blending; and to find better workmen than the life-trained Cubans and Spaniards, who roll these cigars in Tampa.—*United Cigar Stores Co., New York, N. Y.*

Just as well as ordinary ones that are sometimes injurious, if it is a mere matter of economy with you. We sell fine cigars at less than the average poor ones cost. Take these smooth, easy smoking, fine flavored Key West Clear Havana Cigars—El Estivo, made by one of the famed factories of Tampa—and imagine them at a little over 6c apiece!—*Abraham & Straus, Brooklyn, N. Y.*

A little smoke, but one that will save your money. There is a whole lot of satisfaction in a small roll of tobacco when it is blended like the Venus. If we knew of any five center to compare with it we'd ask you to make the comparison. Every dealer who handles good smokes can sell you a Venus—5c.—*Geo. W. Barton's Sons, Owego, N. Y.*

Our pet hobby is to be able to hand over our counters just what every man likes best in smoke. The result is that you can get what you want at our stores, either one at a time or in large quantities, and as they should be—moist, fresh and fragrant.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

A cultured smoke is the Capdevila cigar. A cigar that adds pleasure to the time one appropriates for its smoking—in its unusual quality and flavor—it has an individuality that at once creates an impression of preference.—*Hall, Luhrs & Co., Sacramento, Cal.*

Giving better cigars for the money. The price part is important, but it isn't everything, and in fact it is the easiest part of our duty to the public. Our application to the cigar business of the modern principles of direct-buying direct selling—cutting out intermediate profits and utilizing all the advantages of an enormous outlet—makes the giving of better quality-for-price a simple matter. And the shield stands for that, whenever you see it.—*United Cigar Stores Co., New York, N. Y.*

The kind that makes a man risk burn-

CIGARS AND TOBACCO

ing his lips to get the last whiff. They are the "come again" sort. Try one and you'll buy more.—*Austin, Nichols & Co., New York.*

Lord Vincent means all that is good in a clear Havana cigar. Smoke one or two of them and note the delicate taste, the sweet and mellow fragrance and you'll not wonder at their popularity.—*Cobb, Bates & Yerxa, Taunton, Mass.*

Put that in your pipe and smoke it. What? "Our Own Mixture," the sweet, fragrant smoking tobacco that has been our pride and the trade favorite for fifteen years.—*Sig. Sichel & Co., Portland.*

"New Tariff" cigars mean economy. The smoker of five-cent cigars can now enjoy a quality cigar worth ten cents at the price of his regular smokes. The new commercial treaty between the United States and Cuba did it. The reduction of the duty on Cuban grown tobacco made it possible. Remember "New Tariff" and get a cigar of rich aroma and fragrant bouquet. Smoke one today—to-morrow you will "hanker" for another. The "New Tariff" cigar is the product of a great system that regulates every step from the planting of the seed to the sealing of the box. Above all else the scientific modern methods of this system produce a perfect blend of the special characteristics of each tobacco combined in the cigar.—*Wm. A. Stickney Cigar Co., Kansas, Mo.*

There's luxury in the smoke of a Capdevila cigar; so much flavor—it tastes good down to the last, and then it is such an easy smoker so nicely made.—*Hall, Luhrs & Co., Sacramento, Cal.*

Scientists have recently proclaimed that the cigarette is the least injurious form in which tobacco may be smoked. However that may be, we have all the new ideas in cigarettes as well as tobacco. A novelty shown in our windows is cigarettes put up in glass tubes—so kept free from air or dust from the instant made until smoked—5 cents apiece. Also have the same cigarettes in 4 inch length without glass tubes for 10 cents apiece.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

When you want a good smoke but haven't time for a long one, buy a Venus, five cents. In this little roll of fragrance, you will find everything for fragrance and nothing to displease. If not acquainted with our Venus, try it.—*Geo. W. Barton's Sons, Owego, N. Y.*

You are the judge of what sort of a smoke suits your taste. But no matter what it is you'll find it here, or if it isn't in stock we'll get it for you.—*Smoke Shop, Waterbury, Conn.*

This size is one of the very choicest products of Havana, and has only recently been brought to this market in sufficient quantities to give it wide acquaintance. For many years it has enjoyed the highest degree of favor among the comparatively few connoisseurs who had learned its exquisite qualities. It has long been especially popular with navy officers, the Ynclan Perfecto being the ward-room smoke *par excellence*. We are now enabled to offer a complete line of sizes in this brand, in cigars especially selected for their choice color and workmanship.—*The Royal Co., New York City.*

Everything that makes a smoke better, enters into the manufacture of "Anna Held" cigars. The tobacco is selected in the seed; planted, cultivated and harvested under the direction of experts—cured, sorted, mellowed, graded, fermented and blended especially for Anna Held cigar—5c. The product of the American Cigar Company's exclusive system which insures absolute uniformity of quality and flavor in the millions of them which are made. You save nearly half the former cost of a good cigar by buying the "Anna Held" and get an exquisite smoke.—*Platter Tobacco Co., Dallas, Texas.*

The selection of tobacco takes time and great care—the conditions of its growth, the soil, the planting, and the cultivation, must all be considered. I have studied tobacco from the seed to the cigar. I have a thorough knowledge of the qualities grown on the different plantations in the Manicaragua district of Cuba, where the best tobaccos are produced. It is from the best of these plantations that I buy the filler of my Pharaoh cigar. I was the first manufacturer in Canada to use Manicaragua tobacco. It proved such a winner that the tobacco agents in New York sell thousands of bales of tobacco under that name that was never within one hundred miles of the district. I visit these plantations every season, and personally select the tobacco I buy. The growers there call me a tobacco crank because I am so careful and particular in the selection of my tobacco. I would rather be thought a crank than jeopardize the quality of my Pharaoh cigar. I know that every time you smoke a Pharaoh cigar you will thank me for being a tobacco crank—that is full recompense for my trouble and care.—*J. Bruce Payne, Granby, Que., Can.*

Pay your bets with Turf cigars. No cigar ever gave such universal satisfaction as the Turf has done, and is now

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doing. Everyone is perfectly made. A trial will please you immensely.—*Hou-singer, St. Thomas, Ont.*

Well, now Mr. Smoker, after you have tried all the cigars on the market, just come here and get a good smoke. You'll wonder why you hadn't been here before.—*Eyler, Kenton, Ohio.*

Did you ever smoke a Bristol?—If not, try a quarter's worth the very next time you invest at the cigar counter.—*Walter S. Allen, Bangor, Me.*

If you can appreciate hustling enterprise and up-to-now business methods, sprinkled with courteous treatment, and a store chock full of fine cigars kept perfect, under the most approved sanitary conditions, the Nete cigar store, 615 Edmond street, should command the patronage of those who are particular what they smoke.—*The Nete Cigar Co., St. Joseph, Mo.*

The vacation trips are certainly delightful, but to the smoker none are complete without his cigar case is filled with good cigars. Take with you a box or two of the well-known Brownie's Perfecto Cigars. They will add greatly to your enjoyment. They possess a rich Havana taste and a fragrant aroma which distinguishes them from all other cigars and satisfy the most critical smoker.—*Buffalo Cigar Co., Buffalo.*

Solid comfort is only to be had by smoking the Province Cigar. Try one and be convinced.—*Providence Cigar Co., Victoria, B. C.*

In ye old Colonial days everyone smoked a pipe. Nowadays everyone smokes the Havana Sprig Cigar.—*Galesburg, Ill.*

A good cigar is enjoyed by every man. We have the cigars and want you to enjoy them. If you haven't been smoking this kind you had better come here and try some of our choice brands.—*Eyler Tobacco Co., Kenton, Ohio.*

This cigar always receives a hearty welcome. It is a pretty smoker, good shape, tempting looking and well made of the cleanest, brightest, best tobacco grown. It possesses a mild, rich, fragrant aroma of such exceptional qualities that it cannot be excelled. A halo of satisfaction gleams from the face of every man who smokes this cigar.—*Burg Cigar Co., New Elm, Minn.*

Cigars.—When you want a good cigar you'll always find it here. The very best pool and billiard tables in the city. Also good candies.—*The Brunswick, Kenton, Ohio.*

J. Pierpont Morgan and John D. Rockefeller may pay bigger money for their cigars than the average smoker, but they can't enjoy a better or sweeter smoke than is offered to the man of moderate means in the Bachelor 5c. cigar. He will be content and contentment is better than riches.—*Jno. E. Tyler & Co., Pueblo, Col.*

A man is known by the company he keeps. Men are in good company when smoking our cigars.—*Robey, Kenton, O.*

You will find among these cigars almost every shape and size a "particular" smoker looks for. Value in every smoke.—*Reid, Yeomans & Cubit, New York.*

It's the difference between the ordinary cigar store and ours that stamps ours as being "up-to-now."—*The Nete Cigar Store, St. Joseph, Mo.*

Sun's summer for smokers.—While on your vacation we couldn't suggest a cigar that would give more genuine satisfaction than the Cuesta Rey & Co.'s.—*The Sun Drug Co., Los Angeles, Cal.*

The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes in play. The Brownie's perfecto cigar is made by a large successful house, whose reputation for producing high grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.—*Buffalo Cigar Co., Buffalo.*

More men than ever smoke the Roger II cigar. It's a cigar that's always smoked to the finish—it's so mild and delicious that the experienced smoker likes to get "all there is in it."—*The Owl Drug Co., Los Angeles, Cal.*

Little Opera Cigars.—Yes, they're little fellows, about three and three-quarters inches in length, but they're made of 10-cent cigar quality stock. Hand-made, and just the right size for a short smoke.—*Gedney's, East Orange, N. J.*

Be careful that you don't burn your good money for bad cigars. The only way to be sure about it is to buy your cigars, cigarettes and tobacco at this establishment. You'll never get left—You'll always be put right.—*J. P. Sebastian, Logansport, Ill.*

Cigars that make a man risk burning his lips to get the last whiff. That's the kind of cigars we sell. Our patent case keeps them in perfect condition, not too moist—not too dry—just right. We would like to have you try our cigars.—*Andrew R. Cunningham, Detroit, Mich.*

CIGARS AND TOBACCO

The man who smokes and smokes well and appreciates the best is the man we're after. Try us once—our Broadway stores.—*The Sun Drug Co., Los Angeles, Cal.*

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—5 cents the one—than ours.—*C. E. Bair & Sons, Harrisburg, Pa.*

Little Opera Cigars.—A little cigar, about three and three-quarters inches in length, but the quality is extra fine. Everything about them, the filler, binder, wrapper and workmanship, is 10c quality—the small size only, enabling the working up of small stock, is accountable for their low cost.—*Gedney's, East Orange, N. J.*

"Uncle Oscar."—He's a good one when he gets one of our Uncle Oscar cigars—and got it at a price that he can get a box if he wishes without feeling the expense. Every one admires the fine workmanship, rich flavor and general enjoyable qualities of our "Uncle Oscar" cigars. It is the best five-cent cigar made.—*Hene & Co., Omaha, Neb.*

If you see a gentleman smiling to himself in the cars, going into town about 8 or 9 a.m., you can bet dollars to doughnuts, he has half a dozen of McCaffrey's genuine Porto Rico cigars in his vest pocket—and he's just counting the minutes till he gets to the office to enjoy the same.—*McCaffrey's, Philadelphia, Pa.*

All are satisfied with their smoke. They couldn't have better grounds for contentment. The flavor and odor that come from the finest leaf tobacco are never wanting in our cigars. Old smokers accept our specials as the models by which all smoking quality is measured. Nickels and dimes obtain great consideration here.—*Robey Tobacco Co., Kenton, O.*

Smoke up, fellows! Here are some cigars worth the while, and something good to chew.—*J. T. Cowan, Crowley, La.*

Yes! they are good, is what every man says with each puff of a Bachelor cigar. They are the best for the money that can be procured, and for five cents you can get more enjoyment from this luxurious smoke than from any cigar made. Try a Bachelor cigar and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Ladies don't smoke, but you can buy choice cigars in attractive packages for the men folks, for \$1 and upward at *The Browne Pharmacy, New Bedford, Mass.*

An enormous quantity of Sumatra wrapper mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

If you are going out in the air, boating, driving or playing some game, you do not need the finest cigar—in fact, it's a shame to smoke them. A smooth drawing, sweet blend will taste better. It is after dinner that a pure Havana speaks of quality and the refinement of enjoyment itself. Now we have cigars for all at most pleasing little prices in the city.—*Abraham & Straus, Brooklyn.*

When starting for business put a few Bachelors in your cigar case, and one in your mouth. The one you smoke will make you cheerful, those you give away make your friends and patrons sweet tempered.—*Tyler & Co., Pueblo, Col.*

It's no puzzle to pick out the man who smokes our special 5 cent cigar. Signs of nervous prostration are not depicted on his countenance, but rather self-satisfaction and content, for he knows a good thing when he sees it. Our Bachelor 5 center is all right every way; but, if you like something even better, nothing can fill the bill more completely than our Lancaster at 10 cents.—*J. E. Tyler & Co., Pueblo, Col.*

Choice Cigars.—When you want a good smoke, try some of my selected brands.—*E. E. Wright, New Bedford, Mass.*

To Smokers: You know about Martin's Cigar Store on Broadway, don't you? Well, I have bought it, had it remodeled, and am now prepared to supply you with the best line of cigars, tobacco and pipes in the city at the right prices.—*S. H. Williamson, Troy, N. Y.*

True joy—a nice girl and a good cigar—you find the girl, we'll furnish the cigar. If you smoke the Lancaster cigar you'll be happy whether you have the girl or not. There is no better ten-cent cigar made for those who enjoy a really good smoke.—*J. E. Tyler & Co., Pueblo.*

Known Cigars.—You never bought cigars so low as we sell them. We don't sell cigars of unknown quality; every item in this list for to-morrow's selling is a well known popular smoker.—*Jones Dry Goods Co., Kansas City, Mo.*

Webster Cigars.—Best of Key West Cigars, and we sell them to you at wholesale prices. Every good smoker knows

that the Webster cigars are the best Key West cigars in the country. They are fine and silky. They are fragrant and not too strong. There are many sizes, many styles, and of course many prices. Here are a few choice ones, and the prices.—*The Lathrop Co., Hartford, Conn.*

Cigars that are cheap.—The busiest, fastest growing cigar store you'll come across. It's because we sell known cigars at unknown prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Samuel Smiles, Select, Columbia Club and Margaret Deland Cigars.—A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookston, Minn.*

The lion and the lily will submit their differences to The Hague. We submit to the smoking public the question of quality of the Bristol cigar. Many brands are as good, but none better.—*Walter S. Allen, Bangor, Me.*

A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookston, Minn.*

In domestic cigars I carry a full line of the best brands, at all prices, and can please the most fastidious smoker. No matter what you want in high grade cigars I can suit you. The popularity of my place with the most particular smokers is the best possible evidence that I sell the finest cigars.—*C. T. Fitzpatrick, Montgomery, Ala.*

You will, we are sure, agree with us that a box of cigars as a remembrance is always in good taste. Thackery—you will remember—causes a cigar to be the cementer of friendship. If, therefore, you are thinking of sending something to your friends at Christmas—what can be more acceptable than a box of good cigars? You see if that box contains one hundred cigars your friends will have occasion to think kindly of you one hundred times. (Turkey lasts one day.) May we not send you a few boxes for your inspection on the terms below named?—*Martin Brothers, London, England.*

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If you haven't the price of a Jules Verne cigar, go borrow the money, for they satisfy.—*The Denison Grocer Company, Denison, Tex.*

Any port in a storm is what the lover of a good cigar thinks when he has to purchase a poor cigar at a medium price. All he wants is a "tip" of where to get a first-class cigar for the same money that he will pay for an inferior grade. We will give it to you free. Try a Bachelor at 5 cents and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Behind the times? Certainly we are—we admit it freely—we are at least thirty years behind the times and we are glad of it—so are our customers. We have from the very beginning stood stock still with both feet planted like an obstinate mule, when we found the so-called progressive dealers and manufacturers sweetening and chemically changing what had originally been given to man as a solace and comfort, an anodyne and a fast friend. Honest tobacco, just as naturally provided, was what our fathers smoked, and whether Connecticut, Virginia or Havana the flavor was pure and typical, satisfying to the expectations and appropriate to the label. We refused to enter this new field and so plead guilty to the indictment with no apology to offer.

Don't you think our cigars, domestic and otherwise, come nearer to your ideal than if we changed and scented an inferior article into some semblance of a higher grade?

Most of our customers think so and therefore are willing to be with us behind the times.—*Jos. Jonas, New York.*

Selected cigars. Success lies in selection—and choice selection means painstaking experience. A simple explanation of the fact that Waldorf-Astoria cigars are favorites with discriminating smokers.—*The Waldorf-Astoria Cigar Co., New York, N. Y.*

Straiton & Storm's Owl cigar. When you want the real genuine Owl—made of selected leaf, mellowed by the tropical suns and blended by the most expert makers—it is usual to deposit the customary fee of five cents on the cigar man's counter for each and every Owl you buy.—*George L. Storm & Co., New York, N. Y.*

The stock of cigars we carry regularly to supply the box trade demand would swamp three or four ordinary cigar stores, so there can be no comparing this with the ordinary cigar "emporium." This is more in the nature of a clearing house, able to distribute vast quantities,

CIGARS AND TOBACCO

and when vast quantities of cigars or any other merchandise are purchased the cost is so little above actual cost of production that we are practically on a level with the largest manufacturers.—*Macy's, New York, N. Y.*

An enormous quantity of Sumatra wrapper long mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

A clearing sale of choice aromatic cigars seldom comes within the reach of smokers without instantly causing brisk all-day selling in our popular cigar store.—*Siegel Cooper Co., New York, N. Y.*

Just get it out of your head, you particular smoker, that we cannot do just as wonderful things in the cigar line as we do in any other branch of our business. If you are doubtful and think we sell only the cigars that the fair sex innocently give you at Christmas or on your birthday, just try some of this lot and you will recover from your mistake to your own good. They are clear Havana cigars, made by a manufacturer who makes the fine, imported, smooth, soothing smokes, Cuban hand-made, that generally sell for high prices. Dissolving partnership sends us this less than cost.—*Abraham & Straus, Brooklyn, N. Y.*

During the first three months of the present year we thought the Blackstone cigars were as good as they could possibly be made; but we had a large lot of Havana tobacco in Cuba which we have recently imported. We are now blending a large percentage of this in combination with our other choice Havana. These goods are on sale generally, and we are not afraid to put them in competition with any fifteen cent cigar on the market. Warranted clear Havana filler and fine Sumatra wrapper.—*Waitt & Bond, Bangor, Me.*

Ever smoke two cigars at one time? It's the only way to judge cigars. Smoke one you know, and the one you want to compare with it, at the same time. That's the way experts judge tobacco.—*Herbert D. Shivers, Philadelphia, Pa.*

These Porto Rican Brevas are much better than a pipe and more satisfactory than a heavy Havana, as you can smoke more without feeling it injurious to health or pocket.—*Abraham & Straus, Brooklyn, N. Y.*

That these are the best Porto Rican Cigars we have ever seen is good word of their quality. They come from one of the leading factories on the island; the highest grades of Porto Rican leaf are used in them, and they are made as carefully and particularly as the best cigars sent out from the neighboring island—Cuba. They are distinctly different from any Porto Rican cigars we have shown heretofore.—*Macy's, New York, N. Y.*

In supplying the demands of smokers of all tastes and desires, our task has been a heavy one. For years we have made change after change; adding a brand here, cutting out a brand there, and now, we can consistently say we have the most perfect stock of high-grade cigars in the South.—*Sanger Bros., Waco.*

Try this Tobacco Shop for your next Cigar and you will continue trying it, for not only will you get the best smoke, but positively save money. The good smoker and the connoisseur all find the greatest satisfaction in their purchases made in this Little Tobacco Shop.—*Abraham & Straus, Brooklyn, N. Y.*

Half of the enjoyment of your coming holiday depends upon the quality of the cigars you take along. Don't run the risk of getting what you want when you get there. We've something special for every taste.—*The 14th Street Store, New York.*

The favored brand among all good judges of cigars is La Favorencia. Being Cuban hand-made, with a choice Havana filler, wrapped with the finest grade of Havana, they offer an especially sweet smoke. Their quality is always uniform, owing to the skill with which they are rolled, and experience used in selecting the stock.—*Cuban Cigar Co., Inc., Spokane, Wash.*

Cigars like you like 'em. Our cigars are always so fresh and nice it's no wonder our cigar case is so popular. Make it your headquarters and you will get more pleasure out of the money you spend for cigars. Ask us about some of our special favorites.—*The People's Pharmacy, Denison, Texas.*

Go around the world cigar hunting and when you taste a Kook's Templar you'll wonder why you traveled so far from home. For the Kook's Templar is a cigar of quality, despite its low price of 5 cents for one, \$2.00 for a box of fifty. Settle down to solid enjoyment with a Kook's Templar between your lips.—*R. B. Kook & Co., Fargo, N. D.*

It's up to you to try our Genl. Hartmanft cigars—we've done all we could to furnish you fine ones. The tobacco in our cigars is long filler and of the best quality, and the people who roll them thoroughly understand their business. So, as we said before, it's up to you to smoke 'em. If we can succeed in having you make a trial of one cigar, you are very likely to finish the box.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

King Oscar cigars will be as good during 1907 as they were in 1906. This is not buncombe, but real fact. Buying tobacco in carload lots means regular quality—means the same good flavor. A good cigar every time you want a good cigar.—*Harrisburg, Pa.*

Uniformity of quality is the one great feature of the Hyperion cigar. Every cigar in each box is as near alike as human hands can make them. We buy our Connecticut broad leaf and Havana tobacco in large quantities far in advance. Even now we are still using 1904 crop which is particularly fine.—*J. P. Kilfeather, New Haven, Conn.*

Six reasons why the Taco cigar is gaining favor with the smokers of Mansfield. Each cigar, after leaving the cigar maker's table, is packed in a cedar box, put under pressure, and must remain in the curing room three months before placing on the market. That's one reason.—*Mansfield, Ohio.*

A good cigar means a Happy New Year and he who smokes the Duke of Albany special hand made Havana filler Sumatra 5c. cigar cannot fail to receive all the happiness it is possible to get out of good tobacco. Now that nineteen-seven has arrived, turn over that new leaf and smoke only the cigar that you know is of the best uniform quality. If you have not tried the Duke of Albany you do not know what you have missed. Made by *Dearstyn Bros., Albany, N. Y.*

The tired man's comforter is a little roll of weed scarce six inches long with the magic name tobacco. Since Raleigh's day the civilized world has shared the Indian's delight. Our modest share in the business of bringing peace is the manufacture and supply of General Hartmanft cigars. From heart to wrapper it's a wholesome, aromatic soother for the man of work, worry and care. Five cents for one.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

BEVERAGES

*Oh, the pungent, deep aroma
Of the leaves so lightly bruised,
And the tinkle of the broken ice,
With joy our soul's infused;
And the brown and oily liquor,
So old—so old and dear—
All prove the season's on again—
Mint-julep
Time
Is here.*

—*Midas' Magazine.*

A budget of grocery, wine, and liquor specials to note.—Careful selection, perfect quality, freshness and every other essential the particular housewife demands are always found in the merchandise we sell here in our grocery store—that's why it's so popular.—*Bloomingtondale's, New York.*

Wines and liquors come in for low price emphasis.—This list, planned especially for to-morrow's sale, offers the rarest chance of the season for replenishing buffets.—*Bloomingtondale's, New York.*

Imported and domestic—the best productions of the finest distillations in the world. Merit wins. It's a store that has grown—growing—and will continue to grow. When wanting goods that are to be used for the sick or feeble, get them here. Goods are as represented by the label.—*Durkin's, Spokane, Wash.*

During the good old summer time—If you desire a pure and delicious cocktail, you will find our Manhattan and Martini cocktails just the thing. Mixed and ready to serve.—*M. Salzman & Co., Binghamton, N. Y.*

A word about brandies.—For whatever use you want good brandy, this comprehensive stock of ours can supply just the grade desired.—*E. M. Hanrahan, Binghamton, N. Y.*

McCaffrey's preserving brandy will be needed from now on, if you intend putting up any brandied fruits. This we are offering you is as pure and as strong as it is possible to make it, consequently there will be no loss of sleep, worrying whether your fruits are going to keep or not.—*McCaffrey's, Philadelphia, Pa.*

I am often asked: "Is this genuine St. Croix Rum?"—or "Is this genuine Jamaica Rum?" or "genuine whiskey?" Now how could a place like mine exist for 35 years if it did not sell genuine liquors? It is the very purity of our wines and liquors that gives the sick who are obliged to take stimulants, faith in our goods.—*Leon Greenberg, Hartford, Conn.*

Wine and spirit safety for the consumer lies in just one of two things; expert knowledge of the goods themselves (which few possess) or faith in the firm selling them—which all should have. Our wines and spirits are dependable—with selling values based upon the keen knowledge which sixty-three continuous years of experience in handling have brought us.—*Edw. E. Hall & Son, New Haven, Conn.*

For the holidays.—We can provide at exceptionally low prices all the many kinds of liquid refreshments that are needed for the annual reunion and dinner. From the appetizing cocktails down through the wines of all grades and vintages to the luscious cordials which so gracefully aid digestion and bring satisfaction and contentment to the diners.—*John F. Cunningham, Woonsocket, R. I.*

For the table or the sick room our wines and liquors are unsurpassed, because they are pure and wholesome. We buy only the best and consequently sell only the best. Such stock as we bottle ourselves is the finest quality, and has been fully matured in the wood under the most favorable conditions. A trial order for wet goods will convince you that this is the place to buy.—*Flegenheimer Bros., New York.*

Christmas cheer awaits you in good measure, if your purchases of brandy for egg nogg, whiskey, claret and cordials, for before, during and after the Christmas dinner are made from us. Always careful in selecting our wines and liquors, we are particularly zealous in choosing them for holiday occasions. Order early, please.—*L. A. McKinnon, Crowley, La.*

No better line of choice wines, whiskies and brandies in town than we carry. Let us deliver you an order at your house. We quote the very lowest prices and will respond promptly to a telephone or mail order.—*O'Neil & Delehant, Fall River, Mass.*

It is absolutely necessary to have a little wine or whiskey in the house in case of sickness—but you must be sure to have the pure article. Buy from the L. A. Wine Co., and you will not have to worry about the quality. Whatever is good, we have it—and our prices are practically the same that inferior goods are sold for elsewhere.—*Los Angeles Wine Co., Los Angeles, Cal.*

We are accomplished mixers when it comes to fixing up an appetizing hot drink, a morning bracer or a night cap. That's right in our line, and we don't let anyone beat us. If you have never tried us all we've got to say is that you've missed a lot of pleasure in life, but then it's never too late to mend. We can always be found at the old reliable, the *Acadia Saloon, Crowley, La.*

McKinnon's place for straight or mixed drinks. Our wines, brandies, whiskeys, rums and cordials present the best op-

This is a screw to draw the corks

Out of the casks at last,

Where cobwebbed, gray and old they stand

In the cellars of the past.

*Vintages rare and precious as gold,
Seals of the Veuve Clicquot,
Hock and Moselle and Burgundy Rose,
Oh, the list is long, we know.*

*Legacies all that the good monks left,
And here is the silver key
To open the doors of their prison house,
And to set their spirits free.*

*So this is the Christmas gift I send
In a spirit of toleration,
With only one warning to you, my friend
To use it in moderation.*

BEVERAGES

portunity for the consumer to procure pure and honest liquors. Better not drink at all than drink impure or doctored drinks; so the surest way to get the best is to purchase of *L. A. McKinnon, Crowley, La.*

Some fellows say, "I've crossed the drink,"

While others "drink in" knowledge high;

But what drink really means, you'll never know,

Until you drink Green Valley Rye.

—*Casey Bros., Scranton, Pa.*

"I'll be at the fountain." "Get your wet goods" here during 190—. You couldn't make a better resolution—you couldn't do anything that would net you more satisfaction than to determine to make this your headquarters for wines and liquors from now on. It'll be to your interest in every way to deal here. You'll get the best there is in wines and liquors. You'll pay less for them. We buy the finest distillates in "bulk"—and we retail them at "bulk" prices. Note the following specials—real economy prices.—*J. H. Friedenwald & Co., Baltimore, Md., Jan. 3, 1903.*

You seem to be quite happy, what's up?

Ha! Ha! Come here, old boy, and I'll whisper a little something into your ear. I've discovered a big money saving fact. Yes, sir, I've discovered that the best wines and liquors in Frederick can be had at The Buffalo, at prices that fairly stagger one's belief.—*Chas. Y. Hauer, Frederick, Md.*

BEER

Aimed at you.—This advertisement is intended to catch your eye, with the express idea of calling your attention to the merits of High Grade Export Beer. Once you have tried High Grade Export Beer, as far as you are concerned we need advertise no longer—you'll advertise it for us by recommending it to your friends. But try High Grade Export Beer.—*Phoenix Brewing Co., West Bay City, Mich.*

If we fail to please your taste with the sparkling beer and high grade wines and liquors and refreshing hot drinks we are serving at the Acadia, there must be something radically wrong with yourself, for it certainly can't be with the quality of our goods, as they are the best that can be obtained, and we know how to serve them to the queen's taste.

Christmas cheer!

And Olympian Beer!

They will go together this year.

—*Henry Seiffert, Spokane, Wash.*

Stegmaier's Porter is the most delicious, refreshing of all summer drinks, not only that, but it is a sustaining food beverage for those who are "run down." Ask your physician about it, then order a case, pint, or half pint bottles.—*Stegmaier Brewing Co., Wilkes-Barre.*

Our beer is the perfect and unquestionably the finest product possible of malt and hops. This perfection is attained by reason of the highest grade of malt and hops, the absence of substitutes and chemicals, and the application of the most approved German method under the skillful direction of an expert brewer. On the quality of our beer alone has our business been built up and our name become known all over this country. There is no sterling quality of the best imported which costs 100 per cent. more, lacking in our beer, while the most inferior domestic beers cost only one cent less a bottle than our fine and luxurious food beverage.—*Piel Bros., Brooklyn.*

When the patient is weak, the doctor says: "Drink beer." When the nerves need food, beer is the usual prescription. So, in insomnia; so in nervousness. The doctor knows that malt and hops are nerve foods and tonics. And he knows that most people drink too little fluid to rid the system of waste. He knows that pure beer is good for you. That is why he says "Schlitz." He

knows that Schlitz beer is brewed in absolute cleanliness. It is even cooled in filtered air. And every bottle is sterilized. Half the cost of our brewing is spent to insure absolute purity. Ask for the brewery bottling.—*Jos. Schlitz Brewing Co., Youngstown, Ohio.*

"Man serves his time to every trade—save censure—Critics all are born, not made."—The beer brewed to-day by the Worcester Brewing Corporation is beyond the criticism or censure of the most exacting connoisseur. It gives strength, health and happiness. It is a valuable food in the home. It is brewed from the finest Bohemia Hops, which are imported expressly for us. The very best fruits of Nature are used in the brewing, and the utmost precautions are taken that purity and perfection may always be secured. Cleanliness is our watchword.—*Worcester Brewing Corporation, Worcester, Mass.*

Ale brewed from malt alone possesses important dietic properties that are lacking in common ales. Carling's Ale is brewed from the purest and most scientifically prepared malt, and contains more food and less alcohol than common ales. That is why it is so regularly prescribed by family physicians for building up their patients.—*Carling, Toronto, Can.*

Beer weather beer should be pure beer, wholesome beer, well brewed beer, properly aged beer, clean beer, fine tasting beer, sparkling spring water beer, perfect beer. To be all these, it must be Olympia beer, which is the only beer combining all these good qualities. Everybody drinks Olympia beer.—*Henry Seiffert, Spokane, Wash.*

The beverage that cheers and invigorates during summer's depressing heat is the American family beer. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable, as well as refreshing beer, and you will never be without it for a day afterwards.—*American Brewing and Malting Co., Grand Forks, N. Dak.*

For that tired feeling there is nothing to equal a glass of Walkerville Lager. It will tone up your system and recuperate your worn-out energy better than anything else.—*Smith's, St. Thomas, Ont.*

BEER

For health and happiness there is no beverage that can approach our beer. It is always pure, of uniform quality and of the highest excellence. It has that luscious flavor, combined with a body and strength, that is the delight of all connoisseurs.—*American Brewing and Malting Co., Great Falls, Mont.*

The drink for summer is Lexington bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Lexington Brewing Co., Lexington, Ky.*

Taste the test. Uniformly good taste is the infallible sign of well-brewed beer! It demonstrates the use of the very best barley-malt, highest grade Bohemian hops, special culture yeast, and thoroughly filtered water. The best tasting beer is Budweiser, "King of Bottled Beers." It always tastes the same.—*Anheuser-Busch Brewing Ass'n, St. Louis.*

Pure beer, any physician will tell you that beer as a table beverage is conducive to health—and he will also lay emphasis on the need of having beer that is absolutely pure. Champagne velvet beer is pure. It is not only a drink, but a food—and creates a wholesome, natural appetite for such other foods as are most necessary to health. Champagne velvet beer works with nature. Order a trial case. Either Phone 1664.—*Terre Haute Brewing Co., Indianapolis, Ind.*

Make Old Sol go way back and sink down by quaffing a glass of Birkhofer beer.—*The Birkhofer, Minneapolis, Minn.*

Are you tired?—Spring fever is catching. And such a tired feeling. Want to know how to cure it? Whenever you feel it coming on, just get next to a glass of right good, cold, foaming Steam Beer. You'll find it the best spring fever tonic you ever took. It's cooling, refreshing, appetizing and delicious.—*Union Brewing Co., Los Angeles, Cal.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery Beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

Whatever you drink outside, let your home beer be Schlitz. That is pure

beer. No bacilli in it, nothing to make you bilious. Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness. We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed. We even cool the beer in plate glass rooms, in nothing but filtered air. Then we filter the beer. Then we sterilize every bottle. And Schlitz beer is aged. The beer that makes you bilious is green beer. When you order beer for your home, get the healthfulness without the harm. Get a pure beer, get an old beer, get Schlitz.—*Taylor Brewing & Malting Co., Albany, N. Y.*

When women entertain at cards, etc., there's some sort of a beverage required—and it ought to be a good beverage for the sake of one's personal satisfaction. Each guest will enjoy Rainier Beer—it's something that is distinctly good, and there isn't a drop of harm in a houseful of it. Its flavor makes staunch friends.—*Los Angeles Wine Co., Spokane, Wash.*

Don't be mean—share good things with your family. Send home a case of Birkhofer Beer. It is the par excellence of the brewmaster's skill.—*The C. Birkhofer Brewing Co., Minneapolis, Minn.*

There is nothing so bracing and thirst quenching, when suffering from spring fever or fatigue, as a foaming glass of our beer. You think you have a new lease on life after enjoying its exhilarating thrill.—*Altoona Brewery, Altoona.*

It's never too late to test the quality of Metz Bros.' beer. It's an excellent spring medicine, good to taste, easy to take, and an appetite creator in whose wake satisfaction always follows.—*Metz Bros. Brewing Co., Omaha, Neb.*

Just before retiring a glass of Lexington Beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

You can get more satisfaction out of an absolutely pure, well-made beverage than any other kind and that's why Rainier Beer holds its old friends. Once you try it, the other kinds are not good enough.—*Los Angeles Wine Co., Spokane, Wash.*

A night cap is all right if it's Gold Top Bottled Beer. It means sound sleep and pleasant dreams. Drink it freely—you'll never have a headache in the morning.—*Jetter Brewing Co., Omaha.*

BEER

Treat your palate these hot days by drinking New England Beer. Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anaemia and debility.—*New England Brewing Co., Hartford, Conn.*

Nectar for the gods was never sipped with such gusto as the epicure feels when a glass of our delicious, sparkling and highly invigorating beer trickles past his fastidious palate. When run down in health, or when you have that "all gone" feeling, try a bottle of our beer. You will think it is the long sought for fountain of youth and renewed vigor.—*Jac Kiewel Brewing Co., Crookston.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating American beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during summer's depressing heat.—*American Brewing and Malting Co., Great Falls.*

Served to the best families in Omaha who appreciate the high quality of the Metz beer as a beverage and as an invigorating tonic the Metz is every day. Our fine brew is gaining favor every day with both invalids and convalescents, as well as for a table beverage. If you haven't yet ordered it don't fail to do so. It will repay you in both health and strength.—*Metz Bros. Brewing Co., Omaha, Neb.*

The beverage that cheers and invigorates during summer's depressing heat is the Bohemian lager beer, brewed by the Buffalo Brewing Company, Sacramento. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable as well as refreshing beer, and you will never be without it for a day afterwards.—*Hansen & Kahler, Oakland, Cal.*

Banner beer a friend! Not a foe. Because the materials that enter into the manufacture of Banner Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no beer but Banner. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.—*Banner Brewing Company, Saginaw.*

BEER

If you wish to be healthy and happy drink good beer, such as the Lexington brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. Lexington beer tastes good and is good—yet our price is not in excess of inferior makes. Have you tasted our beer?—*Lexington Brewing Co., Lexington, Ky.*

It's a good brew.—Try our beer; it's light, healthy, tasty, bright and sparkling, refreshing and exhilarating. Our beer is a beverage you'll enjoy at your meals. Let us send you a case bottled.—*Salem Brewery Association, Salem.*

The drink for summer is Congress bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Haberle Brewing Co., Syracuse, N. Y.*

The fountain of youth and vigor that has been sought for so eagerly could be found in our beer. The best way to remain young is to keep up your constitutional strength with a good, pure and invigorating beer like that brewed by the Lexington Brewery. In hot weather it is both food and drink, and is always palatable.—*Lexington Brewing Co., Lexington, Ky.*

Competition is the life of trade, but success is won by merit; that's why Stegmaier's beer is far in the lead with popular preference—wholesome, healthful, invigorating—because it is properly aged, absolutely pure.—*Stegmaier Brewing Co., Wilkes-Barre, Pa.*

What have you on the ice? An important question in these hot days, which can always be satisfactorily answered if you keep a stock in the house of some of the following well known pure and healthful ales, porters and lagers.—*Smith Bros., New Bedford, Mass.*

A picnic without beer! Perish the thought! To be sure you want beer at every picnic to wash down the usual picnic sandwiches, cold meats, crackers, etc. Don't let it escape your attention that Kiewel's beer is a "picnic" beer for any and every occasion.—*Kiewel, Crookston, O.*

There are two things these summer days great for your health—recreation and good beer.—*The Pittsburg Brewing Co., Scranton, Pa.*

Something tempting to the jaded palate is to be found in the brand of beer we have to offer, the Metz. It's an appetizer, a tonic and an aid to digestion. For family and table use we deliver it in case of 24 bottles, pints or quarts. Wish you'd order a sample case.—*Metz Bros. Brewing Co., Omaha, Neb.*

Our beer is chemically pure, an analysis by experts will attest. Good reason; hops, water and all the rest of the ingredients are the best we can buy, our brewer knows his business and we take honest pride in our product. You can't do better than buy our beer.—*American Brewing and Malting Co., Great Falls.*

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful. Beer is what you want—it is the best thing you can drink for a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. Rainier beer is the beer you want for the home. It is as pure as a beer can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.—*Los Angeles Wine Co., Los Angeles, Cal.*

Here's a sign of good cheer in the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, Metz's beer is the standard of quality.—*Metz Bros. Brewing Co., Omaha, Neb.*

An ideal home drink must be palatable, refreshing and healthful, and it must be pure. It must be a drink that the entire family can use. Rainier beer is just such a home drink. It is good for both woman and child, has medicinal properties, and is as pure as good material and workmanship can possibly make it.—*Los Angeles Wine Co., Los Angeles, Cal.*

The right kind.—Our bottling is the summer drink par excellence. It is pure, wholesome, refreshing. Prepared and bottled in absolute cleanliness, in accordance with the most approved methods.—*Spokane Bottling Works, Spokane, Wash.*

New England beer will add much to the enjoyment of your vacation. It creates an appetite and gives strength to the system. It's a fine tonic.—*The New England Brewery, Hartford, Conn.*

Brewed by experts from the best, most carefully selected, imported hops, in one of the most modern, up-to-date, and cleanly breweries in America.—*L. T. Trousdale, Birmingham, Ala.*

It's a pretty sight which the thirsty and over-heated enjoy most when putting the foaming vision out of sight. By common consent Phoenix High Grade Beer is the best summer beverage to be had at any price. It can be drank without harm, cools at once without heating afterwards, is a healthful stimulant for the system, and is the daily medicine for crowds who are never ill.—*Phoenix Brewing Co., West Bay City, Mich.*

At three score and ten there is no other beverage like Metz's beer. As a tonic it has most marvelous invigorating properties. Being an absolutely pure drink, it has no deleterious effect on the liver or kidneys, but adds life and vigor to the age-weakened system.—*Metz Bros. Brewing Co., Omaha, Neb.*

Speaking of beverages.—Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. Crookston beer meets all the specifications enumerated above.—*Jac Kiewel Brewing Co., Crookston, Minn.*

Cool drinks are in demand on the golf links. Golfers know that nothing excels a nice cool glass of pure New England beer. It takes away that tired feeling, gives new life and helps them to make a better score on the next round.—*The New England Brewing Co., Hartford.*

A delicious glass of beer, pure, sparkling and invigorating, is at once an appetizer, and satisfies the appetite it provokes, because it is nourishing and both meat and drink when it's pure. For luncheon, dinner or as a bracer and pleasant beverage between meals, or as a night cap to quiet the nerves there is nothing like a glass of American beer.—*American Brewing and Malting Co., Columbus, O.*

In the rush of to-day's business there's nothing to equal Heurich's beer as an invigorator or strength-giving beverage. Quaff it as you wish; it's a delight to the last drop; a sparkling, foaming potion of taste pleasing excellence.—*Chr. Heurich Brewing Co., Washington, D. C.*

You wouldn't believe there was such a difference in beers until you use one of Krug's popular brands. They are always uniform—perfectly brewed and well aged, absolutely pure and leave no bad "after effects." The kind of beer that acts as a tonic and a system builder. Order a trial case and begin to enjoy life.—*Fred Krug Brewing Co., Omaha.*

BEER

Here's good health to you.—A draught of pure sparkling New England beer. It quenches the thirst and invigorates the system.—*The New England Brewing Co., Hartford, Conn.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

After the entertainment a refreshing glass of Birkhofer beer finishes off the evening delightfully.—*The C. Birkhofer Co., Minneapolis, Minn.*

Enjoyment. A bottle of New England beer after a hard day's work takes away that tired feeling and assures good rest.—*The New England Brewing Co., Hartford, Conn.*

An economical luxury is a good, wholesome, delicious beverage like Buffalo lager. It's a luxury to taste, not to the pocket book, for its price is moderate, its excellence considered. Care in selection of materials, care in brewing, make it most healthful, too.—*Buffalo Brewing Co., Sacramento, Cal.*

A refreshing beverage for hot days and cold days—night ditto—is the often spoken of Amber Cream beer. Anyone who knows anything about beer will tell you it's a palatable drink. But it's more than that, it's pure and wholesome as to ingredients and brewing to the last degree of modern success in turning out a fine beer. Got the name Amber Cream beer?—*Lansing Brewing Co., Lansing.*

The only beer that leaves the right taste in the mouth and the right feeling in the stomach. The only beer that doesn't go down like soap, or stick fast like sealing wax. The only beer that is a universal favorite. Olympia beer hasn't a single fault or drawback, but is perfect all the way through. "It's the water."—*Henry Seiffert, Spokane, Wash.*

Polite society insists on getting nothing but the best in beverages, as in houses, home furnishings, clothing and everything eatable. Polite society long ago indorsed Buffalo Lager Beer as palatable, pure, refreshing, wholesome and an altogether delightful beverage. What's good for polite society is none too good for you. New brew. Bohemian.—*Buffalo Brewing Co., Sacramento, Cal.*

Terre Haute Brewing Co.'s Salvator Beer is one of the most delicious winter

drinks on the market. The material used in brewing this beer is the most expensive that can be used for that purpose. The flavor is without equal—being very much the same as that of the Munich beer, which is famous all over Europe. Try it.—*The C. Habich Co., Indianapolis, Ind.*

A carload of beer.—The quantity is significant of our output, and the output tells the tale of right price and right quality. A solid car of beer from the American Brewing Company, St. Louis.—*Jacob's Pharmacy, Atlanta, Ga.*

You can't pick a winner in everything as easy as you can in ale. So when you say "Frank Jones's Portsmouth Golden Ale," mean it and stick to it.—*Hiram Wheaton & Sons, New Bedford.*

Something nice for a fellow when he is warm, fatigued or thirsty is a foaming glass of delicious Metz beer. It is a bracer, an appetizer and a beverage that is both food and drink. For summer there is nothing equal to it as a thirst quencher.—*Metz Bros. Brewing Co., Omaha, Neb.*

The very best he ever tasted is what Santa Claus says about Koch's beer, and no one can deny that he knows.—*Koch's, Williamsport, Pa.*

When you're hot and thirsty just advise Old Sol to lose himself while you make yourself content by getting outside of a glass or two of Heurich's. There's every delight, no aftermath of ill, in drinking Maerzen, Senate, or Lager, which has made countless thousands rejoice. Are you with the multitude in the use of Heurich's beer?—*Heurich Brewing Co., Washington, D. C.*

Just before retiring a glass of Lexington beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

This extract combines in richly concentrated form the life-sustaining properties of malt and hops and is unsurpassed as a tonic.—*The Clifford Pharmacy, South Norwalk, Conn.*

Finest table beer in America. Prescribed by leading physicians as the greatest tonic on earth. Known everywhere for its purity.—*The E. O. Jones Co., Youngstown, O.*

If you haven't tried Fischer's May Bock Beer you are denying yourself of a season's treat.—*The Hubert Fischer Brewery, Hartford, Conn.*

BEER

If Thomas Buckley could serve his customers with a better ale than Frank Jones's, he'd do it. But he can't, and he knows it. That's why Frank Jones's Portsmouth ale is always on draught at No. 333 Acushnet Avenue.—*Smith Bros., New Bedford, Mass.*

Strength in it. There's health and strength in a bottle of pure beer. And Stoll's real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak, healthful for anybody. A standard, high grade beer. Unsurpassed for table use or medicinal purposes. The beer that cheers, nourishes, invigorates.—*The Stoll Brewing Co., Troy, N. Y.*

At luncheon, dinner, or supper the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making, health-giving beer, which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.—*Baraboo City Brewery, Baraboo, Wis.*

These July days and evenings when the heat oppresses the body and parches the throat, the cooling and invigorating elements of Stegmaier's beer make it a boon to perspiring humanity. The demand for our beer was never so great as it is now. People have come to know the real worth of this beverage and they are asking for it everywhere in preference to other brands. Every package guaranteed according to the Pure Food Law, Serial No. 1969. Insist on having it and beware of cheap beer.—*Stegmaier Brewing Co., Scranton, Pa.*

What attention do you pay to the beer you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that "New England Beer" means more than the taste. It is so purely brewed of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.—*The New England Brewing Company, Hartford, Conn.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating real German beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during sum-

mer's depressing heat. No one should be without a case of Stoll's real German beer in the house.—*The Stoll Brewing Co., Troy, N. Y.*

A light lunch at bedtime becomes almost a feast by the introduction of Munster or Bohemian beer. The stimulating effect is so mild, the refreshing sleep which follows their use, just before retiring, fortifies one for the duties of the morrow.—*Casey Bros., Scranton, Pa.*

The best goes in Buffalo. Rich flavor—together with unquestioned purity in Buffalo is a rich, mellow flavor. This result is impossible without the very best of materials and the greatest care in every detail. Buffalo is a good beer and a healthful beer.—*Buffalo Brewing Co., Sacramento, Cal.*

The best thing served with a midday, afternoon or evening meal is a light, palatable, digestion aiding beer. And Amber Cream beer gets the 100 per cent. mark on all these points and others—purity, for instance. Amber Cream beer beats wine, water, coffee, tea or milk as a table beverage, and produces no bad after effects. Waste no time in ordering a case or two and settle the question of its quality for yourself.—*Lansing Brewing Co., Wilkes-Barre, Pa.*

For luncheon or the evening meal there's nothing so appetizing, so restful, so altogether satisfying as a table beverage as Neuweiler's beer. Then, too, a glass or two with a couple of sandwiches induces sweet sleep and promise of a clear head in the morning. Purity beer is a mighty good everyday all 'round drink. Bottled by *L. F. Neuweiler & Son, Allentown, Pa.*

The foremost temperance workers agree that the use of a mild stimulant like beer does not create an appetite for strong drink, and is actually healthy. Pabst Blue Ribbon Beer has the lowest percentage of alcohol of any beer and the highest percentage of real nourishing food. The Pabst brewing process is based on practical, healthful principles, and gives to Blue Ribbon Beer qualities most desired from a temperance standpoint.—*Pabst Brewing Co., Cleveland, O.*

Winter has gone; Spring is here. But in all seasons our excellent brews remain within your reach. Nothing will add more pleasure to a day's outing. Convince yourself. "The Beer That's Drank" is a beverage of cheer and gets the first call everywhere. Bottled and on draught in the cafes.—*The Hellman Brewing Co., Waterbury, Conn.*

BEER

WHISKEY

The truth about whiskey. Rye whiskey is made of rye grain moistened and heated until the starch in the grain is developed. Rye or barley malt is then added to the mash and a chemical change takes place, turning the starch into sugar. This last mixture is fermented by the use of yeast and the product, now technically known as the "beer," is sent through a still and then again through a second copper still, from which we get whiskey—a high-proof colorless liquid. This liquid at the distillery is put into oak barrels charred on the inside to open the pores of the wood, thus permitting the tannin in the oak to come more quickly in contact with the whiskey, and in the course of time becomes the beautiful amber colored fluid known as Rye whiskey. This process seems simple. The secret is in the way it is done and in the quality of the material used. In our distillery only the best rye grain and the best and highest priced barley malt is used. Only the best oak that can be bought is used for the barrels. All this has and does cost money, but it has made the reputation of Gibson's pure Rye whiskey; it has made the Gibson's distillery the largest producer of High grade Rye whiskey in the world.—*Moore & Sinnott, Philadelphia, Pa.*

Good liquors are what we handle. We never care to recommend poor, cheap stuff. Fine liquors that please the most particular are here in any quantity desired. Holiday supplies are easily obtained at very reasonable prices. Those who are not well posted can have the value of our experience by asking.—*D. S. Way Drug Co., Colorado Springs, Col.*

A neighborly feeling prompts one to be sociable at times and extend hospitality to their friends when they call, so keep your sideboard stocked with good table wines, pure and velvety whiskey from our choice stock of liquors. Our prices are always right, and our goods are always fresh.—*Ingersoll & Esler, San Bernardino, Cal.*

We are able to offer the largest stock of all the best known and reliable brands of select whiskies, also an enormous and varied stock of whiskies put up under our own label and bottled under our direct supervision in our wine rooms. These from rigid tests prove second to

none and for aroma and flavor are rarely equaled. They are the best to be had at any price. From all over this state and many others besides come mail orders for our brands. These are filled promptly and shipped by return express. All of our goods carry with them the guarantee of absolute satisfaction or money refunded. As a store for family liquors we lead—our prices always by comparison showing a drop below others by fully thirty per cent., this because we are satisfied with small profits.—*Jacob's Pharmacy, Atlanta, Ga.*

"A little whiskey now and then is relished by the best of men," and above all let it be Oronoco Rye. Oronoco Rye is not a whiskey that is to build up a sale for to-day and be forgotten or supplanted to-morrow. It's a whiskey whose merit of quality makes it permanent friends, whose list grows longer all the time. The man who drinks Oronoco today will drink it years hence. He'll never find another rye so tasty, so rich, so all-satisfying.—*Edward J. Quinn, Washington, D. C.*

Don't forget that among the multiplicity of candidates offered for your suffrage there is one indorsed by all parties. Republicans, Democrats, Socialists and even the Prohibitionists, when the doctor orders it, and that is the G. F. H. Private Stock Rye Whiskey. Polls open from 6 a. m. till 9 p. m. Saturday till 11 p. m. You can send your vote by mail, or telephone 406.—*Geo. S. Hewett Co., Worcester, Mass.*

All of the injurious effects attributed to whiskey come from mixed, manipulated stuff that's but a poor imitation of the real article. Pure whiskey, properly made, well aged and untampered with, is not only harmless, but decidedly beneficial. It is difficult to obtain the right article because there's less profit to the dealer. Every drop of whiskey sold here is guaranteed to be absolutely pure. I stake my reputation on every transaction.—*I. H. Oppenheim, Atlanta, Ga.*

On the buffet, in the sick-chamber, in the mountains or at shore, a pure stimulant like Green Valley rye whiskey stands ready like a sentinel, over your health and happiness. Faultless in quality—honest in measure.—*Casey Bros., Scranton, Pa.*

WHISKEY

In the buying of whiskey you'll search far and long to find another liquor store selling whiskeys with the same relative quality and price—and after you have sought you'll not find it. It don't exist, and there are obvious reasons why. But it's the whiskeys themselves that interest you. Take each price—50c., 75c., \$1 and on up—price for price you can't duplicate the quality we give you in any liquor store in the country, any more than you can our price in the drug line.—*Jacob's Pharmacy, Atlanta, Ga.*

Cold Weather Suggests Whiskies.—Cold weather suggests the replenishing of the whiskey bottle in the medicine cabinet.

Absolute purity ought to be a factor included always in your whiskey buying but positively when it's for the family use. We lay great stress upon purity.—*Jacob's Pharmacy, Atlanta, Ga.*

Oronoco Rye, a time-honored stimulant of absolute purity. The perfection of aroma and taste is found in Oronoco Rye. Its age, purity and flavor are of the highest standard. Its quality made and maintains it as the favorite tonic for home use! Remember when the doctor says "A little whiskey." He means pure whiskey—Oronoco Rye. Therefore, it is essential that you always have a supply of Oronoco Rye on hand. Its richness and deliciousness makes it preferred for mixed drinks.—*Edward J. Quinn, Washington, D. C.*

Good liquor rightly used is food and medicine.—We furnish the liquor—as pure to you in the pint as we get it in the barrel—straight from the grain grown by sun and rain, with no poison to craze you, no drug to stupefy, and with no unholy mixture to put your natural appetite to sleep.—*J. W. McKeon & Co., Worcester, Mass.*

Ask any man who is a judge of good liquor, and he will tell you that our reputation for the finest goods at reasonable prices is not excelled by anyone in the city, and if you want to see how true it is give us a call.—*Empire State Wine Store, Schenectady, N. Y.*

Our old Golden Wedding rye is the most popular and at the same time satisfactory rye whiskey that we sell. It is a perfectly pure straight old whiskey, that will at once commend itself to all for family or medicinal purposes. It is just what you ought to expect a high grade rye should be. If it's a question of price the figure may not suit you. If it's a question of quality at the price you will be well suited.—*Johnson & Brother, New Haven, Conn.*

This whiskey is noted for its high quality, perfect purity, and mellow age. It is made exclusively by the Sweet Mash process from carefully selected grain, in the immediate vicinity of the distillery, and received by us direct from Government Bonded Warehouse, and guaranteed to be absolutely free from all matter prejudicial to health, and is especially recommended for medicinal use as a pure and healthful stimulant.—*Leon Greenberg's, Hartford, Conn.*

H. J. W. Old Bourbon has a broader range of medicinal uses than anything else you can keep in the house. There's scarcely an ill in which a really good whiskey is not beneficial. H. J. W. is pure, thoroughly aged and exceptionally fine flavored.—*H. J. Woollacott, Los Angeles, Cal.*

Going away for a little rest?—Avoid the dangers that lurk in a change of water, by taking with you a positive safeguard. Green Valley Rye Whiskey.—*Casey Bros., Scranton, Pa.*

The lesson of this past year has been that no one should purchase any whiskey other than pure whiskey. Purity can only be assured by guarantees back of which stand responsible and reputable houses.—*The Cook & Bernheimer Co., New York, N. Y.*

When the grand man Marquette gave up his life exploring the mighty Mississippi and the country through which it flows, little did he realize that a mighty fine whiskey would bear his name and serve the many millions who were to come and inhabit the territory he opened. Marquette whiskey has not betrayed the man after whom it was named—it is a pure, high-grade whiskey—serving faithfully and well all who depend upon it for refreshment and vigor—it is a stimulant that has no equal among whiskeys.—*Grommes & Ulrich, San Francisco.*

Time for high balls is right now, when warm summer days make them most enjoyable. Our imported Scotch whiskeys are unequalled for this purpose, being of exquisite flavor and purity. Everything in the line of wines and liquors for family and medical use offered by us will be found to be the best obtainable.—*Fred J. Kiesel & Co., Ogden, Utah.*

What kind of whiskey? Are you satisfied with the cheap kinds put up in short measured bottles and diluted you know not how much? Or do you want a whiskey that can be relied upon? Such a whiskey is Zimbal Rye Whiskey.—*Faxon, William & Faxon, Buffalo, N. Y.*

WHISKEY

WINES

"This," said the host, as the butler appeared with two pony glasses of the amber liquor, "is some especially fine brandy. I want to see how you like it."

"Ah!" exclaimed the guest from Texas, as he tossed it off, "that's good liquah, sah. I wouldn't mind having a drink of that."—*Philadelphia Press.*

Wine and Spirit Section.—We know that, quality considered, our wines and spirits are lower in price than any to be found in the city. We make a point of selling nothing but what is absolutely pure, making this a safe store to shop in. We do away with the unpleasant task of your carrying bottles with you by delivering free all purchases to any part of the city.—*Hudson's Bay Stores, Vancouver, B. C.*

Advertising Wines.—There is a certain pleasure in advertising when you know you are telling the truth. So it is with me when I advertise and tell you that the wines you get in my place are absolutely pure. I know that when you buy a gallon or bottle of this wine and begin to take it, you will notice the benefits derived from it. It will build you up more than any tonic. The best spring medicine.—*Leon Greenberg's, Hartford, Conn.*

Sweet Isabella Wine. Beautiful color and absolutely pure. Retains almost perfectly the rich fruity flavor of the sweet Isabella grape from which it is made. Because of its purity and age it is very beneficial used as a stimulant.—*Gedney's, East Orange, N. J.*

Pure wines, for the table, the invalid and the connoisseur. Twenty varieties of the choicest productions of the best known vineyards of California.—*Jos. Fleming & Son, Pittsburg, Pa.*

Sherry Wine. If you are in the habit of using an imported sherry at a high price, try our California sherry. It is not like the cheap sherries. It is the highest grade made in California. It has been properly made and aged, and it is guaranteed to us and by us to you to be strictly pure. It makes an excellent stimulant for a weak stomach and is sure to cure indigestion. Try it and you will never want any imported sherry.—*Leon Greenberg, Hartford, Conn.*

The very life of the grape—most healthful of fruits—all the sunshine and

zest it has gathered as it ripened in the vineyard, is contained in Cook's Imperial Champagne—the most delicious and healthful of wines.—*Cook's Champagne Co., New York, N. Y.*

Don't you agree with us that wine has its place in the daily menu quite as much as bread and butter? We think so, and would like to bring you over to our opinion. Our special sales, held every second Saturday, are doing much to popularize the moderate use of wine as a table beverage. Our sale prices are bona fide reductions from list rates and enable the judicious customer to obtain high-grade wines at a cost low enough to make their constant use an economical consideration.—*California Winery, Sacramento, Cal.*

This is claret time—claret lemonade, punch, sherbet and the host of other good things in which claret is used. Claret is not a mere luxury, but is gently stimulating, perfectly wholesome and possesses great properties of building up the bone and muscle of the human frame, providing it be good and pure. That's the kind sold here—we have the domestic and foreign brands.—*The New Store, Binghamton, N. Y.*

Your physician will tell you of the superior medicinal qualities of an absolutely pure fermented grape wine. Great Western champagne is the choice of discriminating consumers the country over.—*Pleasant Valley Wine Co., Rheims.*

Wines for the home.—Of course you want the best, and most people know when the best wines are wanted. Nothing fills the bill like Peerless Brand.—*So. Cal. Wine Co., Los Angeles, Cal.*

The wisdom of selecting a beverage with care as to its purity and quality must be apparent to everyone. Great Western Champagne is the choicest, purest, product of the grape, without a superior, under any label, foreign or domestic.—*Pleasant Valley Wine Co., Rheims, N. Y.*

WINES

SOFT DRINKS

We use every precaution in bottling Wheaton's famous bottled soda water, to see that the bottles are thoroughly cleansed. The same precaution prevails in every department and no impurities are allowed in the preparation of the soda water. It is a delightful drink for warm weather and the cost is just the same as you pay for inferior soda water.—*Wheatons, New Bedford, Mass.*

Our fountain is doing its best to cool the thirsty, perspiring multitude. Its efforts are quite successful, we're glad to say. From out of the multitude of satisfactory beverages, we might single "The Gibson Girl" as just a little the best.—*Reynolds Drug Co., Denison, Tex.*

Such soda water as we are now serving! Must be splendid 'cause everybody says so. You like good soda, don't you? Then you can't help liking ours—no one can, it's so delicious and fresh and is so frigidly cold.—*Towne, Secombe & Allison, San Bernardino, Cal.*

For all occasions Vineland Grape Juice is in every way satisfactory. Served in a punch bowl, with chipped ice, it is delightful at social entertainments. In fact it is more than a beverage; it creates an appetite, acts as a tonic and is beneficial in all cases of sickness. Vineland Grape Juice is absolutely pure. Has strength, color, flavor. For sale by druggists and grocers. To realize just how good this grape juice is, send ten cents for a trial bottle—not an ordinary small sample but the regular ten cent bottle.—*Vineland Grape Juice Co., Vineland.*

Home made root beer. If you want a healthful and refreshing drink for the summer, let us supply you with quart bottles and patent stoppers attached, at \$1.00 per dozen, delivered within the city limits. You can get a bottle of root beer extract from your grocer and make the cheapest and best drink obtainable.—*Binghamton Glass Co., Binghamton.*

El Verde grape juice! This is a grape juice that is pure, that has not one drop of adulteration in it. It is made in Pomona by Louise Cary Smith and is just what its name implies—wholly grape juice. The grapes are grown in the El Verde vineyard, and are pressed daily in season. The benefit derived in drinking a pure grape juice, both in health and sickness, is not realized by every one.

SOFT DRINKS

But a pure grape juice like the El Verde supplies a great deal of nutriment for the body. Single pints 25c.—*H. Jevne Co., Los Angeles, Cal.*

R U particular? Then why do you drink soft stuff from old bottles with rusty wire and rotten rubber stoppers? Ask for "Climax" brand soda water. It's for particular people.—*Fred L. Norton, Binghamton, N. Y.*

The Coleman soda fountain caters to the taste of people who know quality in soda fountain beverages. Particular attention is paid to customers both at the fountain and in the reception room, fitted up for those who desire a short rest while enjoying the delicious concoctions of our expert dispensers.—*Coleman, Memphis, Tenn.*

It may be interesting to people who are careful about what they drink, to know that the Pureoxia beverages are absolutely pure and safe. The water used is a pure spring water, thoroughly and effectively filtered, and equal care is taken in every department of the manufacture. You can bank on the quality of Pureoxia drinks.—*Newton, Robertson & Co., Hartford, Conn.*

Welch's grape juice is a safe drink for children and invalids. Besides being palatable, it contains many health-giving properties unknown in any other beverages. Your physician will tell you Concord grapes are richer in vegetable foods than any other fruit.—*Welch Grape Juice Co., Westfield, N. Y.*

Fickle taste finds itself anticipated at Cirkler's soda fountain. We have a variety of sundaes, sodas and mineral waters that number into a hundred. We appeal to your taste through your eyes by having everything tastily displayed and served. Our service is prompt and polite and the whole fountain is sanitary to the highest degree.—*Chas. H. Cirkler, Minneapolis, Minn.*

A new drink—"Cantaleup Sundae." It is made of ice cream, cantaleup and just a dash of something else to give it snap and flavor. The newest and most satisfying drink of the season. Served at our fountain, but then you expect to find "the new" here first. Come to-day and be cooled, refreshed and rested by a "Cantaleup Sundae."—*Reed Huribut, Des Moines, Ia.*

A Dutch treat is one where one always receives the equivalent of what is given. In drinking our fine bottled goods, our cream soda, strawberry, ginger ale, or Dr. Pepper, you more than get the equivalent of what you pay in satisfaction, besides getting a treat that is fit for the gods.—*Excelsior Bottling Works, San Diego, Cal.*

Doesn't it make you tired to have the soda clerk offer you the old-fashioned drinks when you ask for a Mary Mac-lane highball? This new and up-to-date summer drink is cooling, refreshing, invigorating and devilish good. A little different from anything you ever tasted. To be had only at our fountain.—*Newbro Drug Co., Butte, Mont.*

What is Grape Fizz? Why, just the nicest blended fruit drink you ever tasted. Made of the true fruit, pure as can be—a real thirst quencher. Equally as good as a phosphate or with ice cream.—*Lucas Bros., Mansfield, Ohio.*

Grape juice for strength. There's nothing like the pure juice of luscious, ripe grapes to give one strength. It makes pure, rich blood, increases one's weight and is one of the most agreeable system tonics that can be taken. Especially valuable in cases of debility following illness. It also makes a delicious beverage.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

Wanamaker Grape Juice is the juice of the grape—pure and undefiled, without chemicals or other deleterious preservatives.

It is made from the most carefully selected Lake Erie Concord grapes, thoroughly sterilized, and fresh, sweet, and delicious.

It possesses strengthening and tonic qualities, is harmless and easily digested; and makes therefore an admirable drink for invalids.

Its rare flavor also makes it a most palatable Summer beverage, to be taken either in full strength, or diluted with plain or carbonated water, and served with cracked ice and, perhaps, a dash of lemon.—*Wanamaker, New York.*

It is called by many "the restful drink." It is made from fresh, full cream milk, and contains the right food elements in proper proportion. Try a cup before going to bed at night—especially if the day has been a strenuous one—see how comfortably you rest and how fresh you awaken the next morning. It is a nutritive diet for men, women and children.—*F. Loeser & Co., Brooklyn, N. Y.*

For a delightful summer drink you should visit the elegant soda fountains

in Riker's stores. Once you get a taste of the delicious drinks we serve you'll know where you can always depend on fully satisfying that insatiable summer thirst with something really good. We have a number of "treats" in store for you—delectable drinks such as are not served at ordinary functions. Drop in first chance you get.—*Riker's, Brooklyn.*

El Verde Grape Juice—We're selling the new vintage now, and it excels in every way any heretofore put on the market. The "El Verde" grape juice in the past has been far superior to all others, and our patrons will be more than ever pleased with the new vintage. It is nothing but pure grape juice with all the natural sweetness and flavor of the grape. Unsweetened, undiluted and no preservatives of any kind used.—*H. Jevne, Los Angeles, Cal.*

Lime juice. Do you know that there's nothing quite so nice for a summer beverage as a drop of lime juice. Of course, pure lime juice is the only kind to buy. To be absolutely sure that you are getting pure lime juice you must buy that bottled by the Hudson's Bay Company. Two or three teaspoonfuls in a glass of cold water makes a drink fit for a king. A bottle will make about fifty glasses; very special indeed.—*Hudson's Bay Stores, Vancouver, B. C.*

Keep cool. We will do our part toward keeping you cool. At our fountain you will find iced beverages that are not only delicious but pure, wholesome and healthful. Our cream is the cream of creams. We have electric fans to assist the cooling process.—*Reynolds Drug Co., Denison, Texas.*

Ice cold deliciousness. What a satisfaction an "ice cold" fountain drink is. How delicious it is. How it appeals to the appetite. How refreshing. Ice is not saved at our fountains. We know our drinks will not be right unless "ice" and plenty of it is used. It's the "ice" as well as the mixing and the materials and the cleanliness that makes our fountain drinks so delicious.—*Kingston, Denison, Texas.*

New and old beverages. Tastes differ, but they never differ so much that they cannot be suited at our fountain. We serve all the old-time fountain favorites as well as all the new ones that are worth while. If you want plain sodas, mineral waters, phosphates, cream combinations, root beer, ginger ale, egg drinks, ice cream soda or new and delicious specialties, we have them—all at their best.—*Reynolds Drug Co., Denison, Texas.*

SOFT DRINKS

Call in at one of our *fountains* on a hot day or evening. We will serve you the coolest and best drinks you ever tasted. They quench the thirst because they are made right. Expert operators at all our fountains. All the latest American drinks.—*Watson's, Winnipeg.*

Drink at the big white *onyx fountain*. Every fancy drink made by expert mixers from genuinely pure materials. Clear, sparkling waters, suggesting cool, rock-bound springs—phosphates, sundaes, egg drinks, lemonades. Stop as you go by.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

A lover's retreat in our *soda fountain*. For those who love a cool and refreshing soda flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Fancy sundaes. Good every day in the week and Sunday too. Pure ice cream with different combinations of flavors, fruits, syrups, nuts, ices, etc., so ingeniously put together as to make the most delicious and cooling dish of frozen cream.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Commodore Peary has the honor of "The nearest the pole." The "coolest spot" most Springfield people can discover this summer will be found in the bottom of one of our dishes of ice cream or a glass of delicious red raspberry sherbet. Fifteen minutes for 10 cents, away from the hot sun, making a pleasant discovery every time a spoon touches the lips.—*Maldaner & Sons, Springfield.*

White Rock Water—We can't say too much about White Rock water. It is without question the finest water procurable for drinking purposes. Its flavor is delicious and it has certain healthful qualities not to be found in

other waters. It is full of life, vim and sparkle, but has not the bite, burn and sting of other charged waters. Everybody knows the need of pure water—or ought to. There couldn't be a water purer than White Rock. We are sole agents.—*H. Jerome, Los Angeles, Cal.*

Now! About the dinner? The dinner has three essentials—turkey, cranberry sauce, and water. The water ought to be purest and best, so call.—*The Ingram Lithia Water Co., Birmingham, Ala.*

Some natural drinks. Mineral Water is Nature's drink, and a drink fit for the gods it is, for it does its duty well and quenches your thirst. Very healthy, too. You ought to drink a glass of mineral water every day. We carry the various brands.—*Towne, Secombe & Allison, Druggists, San Bernardino.*

A man said yesterday. "I have partaken of Root Beer at several different fountains, but it does seem to me somehow that what I get at the People's Pharmacy Fountain is the most refreshing and best tasting of all." Not only is this the case with root beer—it's the same with everything we serve. Give us a fair trial and you will be convinced that the man who complimented our root beer yesterday was correct. Ice cream delivered to any part of the city in any quantity without extra charge.—*The People's Pharmacy, Denison, Texas.*

Pure refreshing Ginger Ale. No, all ginger ale is not pure, as many of the so-called ginger ales do not contain even the smallest amount of ginger. Our ginger ale is the "real thing." It is made of genuine ginger root, sugar and pure spring water. You'll notice the difference when you try it. It's a healthful drink and is most refreshing and stimulating—just the drink for you when fagged out with the heat. On draught at our fountains, 5c a glass, or in bottles 10c.—*Central Drug Co., San Bernardino, Cal.*

SOFT DRINKS

SODA

The soda water we serve is sure to please those who appreciate quality.—*Wanamaker's, New York.*

Leave your thirst at our fountain. "The parting will be sweet."—*Wanamaker's, New York.*

The soda water we serve touches the thirsty spot and satisfies the fastidious ones.—*Wanamaker's, New York.*

Delicious foaming soda flavored with pure fruit syrups and served with cream. Can anything be cooler or more cooling?—*Macy's, New York.*

Refresh yourself during the summer days at our soda fountain. The most delicious drinks with pure fruit flavors. Just try our fountain once.—*Wanamaker's, New York.*

The difference in soda drinks.—Two persons may mix the same materials and get a greatly different result. Then, too, the deliciousness of a drink depends much on the quality of the ingredients. Our fountain is in charge of an experienced dispenser—a man who thoroughly understands the serving of mixtures and who keeps instant tab on the new things as they are introduced; and in line with the policy of our whole store none but the absolutely pure materials are served from our fountain.—*Wanamaker's, New York.*

She smiles with delight, and so do all our patrons when ice cream is served that is calculated to tickle even the most fastidious taste, made from the very purest and choicest of cream and fruit flavors, containing nothing in the smallest degree unhealthful. It is both delicious and wholesome.—*Wanamaker's, New York.*

Cooling lays for thirsty days.—*Caldwell Sweet, Bangor, Me.*

There are other reasons besides location to account for the crowds at Dean's fountain—try the soda!—*Dean's, Los Angeles, Cal.*

Chocolate ice-cream soda made and served exactly right.—Chocolate is the hardest to make and make right. It requires so much care and attention. Then good chocolate is expensive and a great many "skimp" on the quantity used. Try our chocolate—it's delicious.—*Andrew R. Cunningham, Detroit, Mich.*

Hot, isn't it? Soda water and ice

cream are the most desired articles now-a-days. The following ads, selected from old newspapers, are a little modified and herewith given for the benefit of those who are looking for suggestions when writing ads for the hot and thirsty.—*Wanamaker's, New York.*

Always remember at Wiley's it's pure, that's sure. Our fountain is marked by its daintiness and cleanliness—everything looked after as carefully and kept as clean as though we had to do all the drinking ourselves. Our soda water and ice cream are the kind that's sure to please you—we are confident of that, for no purer or better can be made.—*Wiley's, Atlanta, Ga.*

Ginger ale outclasses lemonade, and there is not the trouble of making it. We have the genuine Belfast. Just hot enough to be interesting.—*T. E. Burns Company, Knoxville, Tenn.*

Refresh yourself during the Summer days at our soda fountain. The most delicious drinks with pure fruit flavors. Just try our fountain once.—*F. L. Gutmann, Colorado Springs, Colo.*

Strawberry ice cream. The choicest selected strawberries and bananas make these two flavors of our ice cream especially fine. Our pineapple, vanilla, chocolate and others are the best of their kind.—*Hazelwood Co., Spokane, Wash.*

It touches the spot just right, and the effect produced stays with the drinker. Don't flood the stomach with ice water and other stuff that brings discomfort first and dyspepsia afterwards. What's more delicious than our foaming soda, flavored with pure fruit syrups and served with cream? Can anything be cooler or more cooling? Drinking it has delighted crowds and hurt no one.—*Wyman's, Bangor, Me.*

Wiley's is a delightful place to visit these warm days. And why so? A large, bright and well-ventilated room, cool as can be—music by Atlanta's best orchestra—and the purest and best possible iced drinks, ice cream and ices served. Could you want for a better Summer attraction? Before and after a tour of shopping in the mornings and afternoons, or a car ride after tea, are the times to think of us and the many attractions that await you.—*Wiley's, Atlanta, Ga.*

SODA

Drink Dean's delicious ice cream and soda. It's satisfying, it's cooling.—*Dean's Drug Store, Los Angeles, Cal.*

Leave your thirst at Dean's fountain. "The parting will be sweet."—*Dean's, Los Angeles, Cal.*

Barton's maple mist and sweet cherry 5c. ice cream soda are considered the finest drinks in the city. We use only the pure fruit juice. When warm and thirsty come and see us.—*Will M. Barton, Mansfield, Ohio.*

Pomona ice.—A fruit punch that has body and a delicious New Flavor that's produced by the blending of choice ripe fruits. We make it and it is served at our fountain (5c.) every day. A cool, refreshing summer drink without an equal.—*Schlatterbeck & Foss Co., Portland, Me.*

Ice cream soda.—There's but one good kind and you'll find that at Malstrom's. It is our earnest endeavor to "Get Next" to just what you want, not too sweet, just enough soda water "to make it right" and only the best ice cream. Best fruit flavors and all the new "kinks" in serving make this the best soda fountain in the North.—*Malstrom Bros., Tacoma, Wash.*

The Drinks We Serve are just as good on cool days as hot. We've drinks for all appetites and all people. Our Soda is as pure and delicious as it's possible to make. Our Ginger Ale is a world beater—has that satisfying taste that makes it so popular. Our Policy of Low Prices pleases the public, and that's what we are here for.—*Loranger & Culver, Saginaw, Mich.*

Dean's soda is sure to please those who appreciate quality.—*Dean's Drug Store, Los Angeles, Cal.*

A delicious summer drink that is healthful for the children, as well as adults, is our sparkling root beer, lemon soda, and sarsaparilla. For mixing drinks for papa and his friends there is nothing so delicious as our snappy ginger ale and our fine carbonated waters. No one should be without these comforts during the Summer months.—*Spokane Bottling Works, Spokane, Wash.*

Hall's soda touches the thirsty spot and satisfies the fastidious ones.—*Geo. E. Hall & Co., Binghamton, N. Y.*

Good Soda.—Syrups made from the fruit, plenty of ice, "velvet" ice cream, clean glasses and spoons and an obliging clerk, all go together to make a glass of good soda.—*Andrew Cunningham, Detroit, Mich.*

A glass of soda smoothes things out

SODA

and ends a lovers' quarrel, makes mamma and the children happy and braces up papa for his business duties. There is nothing so refreshing or so bracing on a warm day as a glass of our ice cream soda, flavored with pure fruit juices or our orange phosphate. Try it.—*Smith & Good, Lexington, Ky.*

When you drink Sun's soda you drink the best, the freshest, the cleanest soda made. We know how to mix soda drinks in the proper style—know just what to put into them to reach perfection. If it's an egg chocolate you order, you'll drink the best egg chocolate that can be made. If it's an ice cream soda, ditto. In fact, it doesn't matter what you order, it will be the best. Now, suppose you try us once—a fountain in every store.—*The Sun Drug Co., Los Angeles, Cal.*

"Mr. Smith, how do you make such delicious ice cream?" A frequent question asked of us. Do you know how delicious it is? Drop in and let us serve it to you. Everything is neat and clean and of the best. We make over 100 different drinks with and without ice cream and they are all right.—*Smith's Pharmacy, Janesville, Wis.*

"Never tasted anything nearly so good" is the verdict of all who have tried our choice fruit flavor soda. It's so delicious as to almost force an expression of delight from a sphinx. Prepared from purest and finest ingredients, it is always of uniform high quality. Try a glass of this unrivaled ice cream soda. "Twice make you feel there's something worth living for."—*Hemlick, Mansfield, O.*

The Difference in Soda Drinks.—Two persons may mix the same materials and get a greatly different result. Then, too, the deliciousness of a drink depends much on the quality of the ingredients. Our fountain is in charge of an experienced dispenser—a man who thoroughly understands the serving of mixtures and who keeps instant tab on the new things as they are introduced; and in line with the policy of our whole store none but the absolutely pure materials are served from our fountain.—*Hesley-Arcularius Drug Co., Colorado Springs, Colo.*

The soda that's right. It's said to be the best in town—this soda of mine—but that's just because it's made right, flavored right and served right. There's a lot in knowing how to do things right, even in the soda water business.—*Turner's Drug Stores, Altoona, Pa.*

Cool, sparkling soda, served in cool, thin, sparkling glasses by an expert mixologist, makes Wynkoop's ideal soda peer of all. We've many new drinks this year.—*Wynkoop-Vaughn Co., Tacoma, Wash.*

To drink a dream try our soda water. It is all that money, experience, skill and cranky ideas as to purity and cleanliness can make it. Sparkling water, rightly charged—pure fruit syrups—plenty of ice—glasses of ample size—these are a few of the features that account for its excellence. Try our perfect and daintily served soda once and you'll need no second urging.—*Sawyer's Pharmacy, Schenectady, N. Y.*

Our ice cream soda and sundaes are so good that they are helping us to sell more soda water than we ever sold before. Let our soda fountain help make this hot weather pleasanter.—*Pedley, Mitchell & Egbers, Cannon City.*

We are especially prepared to furnish bottled soda in any quantity to picnic and excursion parties, and the best for the money—always.—*Solomon's, Pensacola, Fla.*

It touches the spot just right, and the effect produced stays with the drinker. Don't flood the stomach with ice water and other stuff that only brings discomfort first and dyspepsia afterwards. What's more delicious than our foaming soda, flavored with pure fruit syrups and served with cream? Can anything be cooler or more cooling? Drinking it has delighted crowds and hurt no one.—*Macy's, New York.*

Dean's soda touches the thirsty spot and satisfies the fastidious ones.—*Dean's, Los Angeles, Cal.*

For a pure and delicious sherbet or punch try one of Wiley's, made from the purest cream and choice ripe fruit juices.—*Atlanta, Ga.*

Delicious soda waters aren't a happening. It takes pure fruit juices, the best of ingredients, utmost cleanliness and expert knowledge to produce them.—*Charles Stuckert, Trenton, N. J.*

We are often asked why it is that our soda and fountain drinks taste so much better than those they get at other places. It is because the water is perfectly carbonated by our electric generator producing that clear, sparkling water, with its snap and sparkle, that goes right to the thirsty spot. It is because our fountain is so constructed that it produces the coldest soda water that can be drawn. It is because our fountain is the sanitary kind, and every

glass of soda drawn from it means health and happiness.—*Pedley, Mitchell & Egbers, Cannon City, Colo.*

A lover's retreat is our soda fountain. For those who love a cool and refreshing soda, flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back, too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Of course you want the best soda. Ever try Kingston's? If you have, you know it's the best. If you haven't—well you know you are missing it. It's cold, sparkling, luscious with rich creamy cream—and tastes just right. We mix it as you want it.—*Kingston, Denison, Texas.*

Our ice cream soda is one of the most popular drinks to be had in town. It brings people from everywhere; it's so delicious and cool.—*Geo. E. Savage, Portland, Me.*

Soda Water at Will—With a "Sparklets" Bottle.—How often have you wanted carbonic water, to add the necessary life to your cooling drink, and found the club soda or syphon exhausted? With a "sparklet" outfit no such accident can happen; for you can always have your soda water plant at your elbow. There's a magic in the little capsules, that is easily invoked to make a cooling and refreshing drink. An attractive new feature is the club soda set of six bottles, charging case, and box of "sparklets" capsules, so that a sufficient supply of carbonated water can be prepared and set away to keep cool, until needed.—*Wanamaker's, New York.*

Ing's ideal soda is, soda lightful.—*The Ing & Allen Drug Co., Sacramento.*

Dean's soda tickles the palate and quenches thirst.—*Dean's Drug Store, Los Angeles, Cal.*

Dean's delicious foaming soda flavored with pure fruit syrups and served with ice cream. Can anything be cooler or more cooling?—*Dean's, Los Angeles.*

The choice is not limited to half a dozen flavors. There's more than twice that number from which to select the flavoring for your soda water. All are rich fruit syrups and perfectly delicious. The soda water is pure and wholesome, and everything around the fountain and counter is clean and inviting.—*Patten Pharmacy, Grand Forks.*

SODA

Try our delicious soda water and you will get the coolest and most delicious drink right in front of our fountain. We have the purest and best syrups and flavors, and we know exactly how to draw a glass of soda that will hit your thirsty spot every time.—*Peoria Candy Kitchen, Peoria, Ill.*

It's Drinking Time.—Don't wait until you are thirsty. Thirst isn't necessary for the enjoyment of our soda. Extra good soda is good any time. There's satisfaction in its deliciousness. Our soda isn't the ordinary soda—it isn't made from ordinary materials. It's the kind of soda that requires the best grade of fountain supplies, abundance of ice, skill and conscience in the making. It's the kind that affords little profit and makes friends.—*Dr. E. D. Morrison & Co., Valley Junction, Ia.*

To Reach That Thirsty Spot.—Makes no difference how big your thirst is, a soda drawn from our fountain is sure to quench it. Our ice cream soda has every element of superiority—that's the secret of its popularity.—*Loranger & Culver, Saginaw, Mich.*

Our best soda fountain is sizzling and fizzing and bubbling with the most delicious drink. None but the best quality of materials is used, and folks tell us that we know how to make delicious soda drinks.—*A. G. Reynolds & Co., Co., Denison, Tex.*

Satisfying Soda. Our soda is made just right, tastes just right and the drinking is followed by that satisfied feeling. Any drink worth drinking we serve, serve several to be found here only. Bring in your thirst and call for the antidote you found most satisfactory.—*J. G. Jamieson, Charlotte-town, P. E. I.*

A bargain in every glass. Some soda water is good and some not so good. Ours is too good to sell for 5 cents; but as we cannot afford to sell a poor glass of soda any more than we can a poor drug, we will give you a bargain in every glass.—*Jay Smith & Son, Saginaw, Mich.*

The vast army of soda water drinkers is growing as the days grow warmer. Refreshing and exhilarating, it's the most popular summer beverage for all classes of people. Those who visit this fountain are of one opinion—"the soda that wets the dry spot."—*Turner's Drug Stores, Altoona, Pa.*

Chocolate ice cream soda is the hardest flavor to make right, it requires so much care and attention. Besides, good

chocolate is expensive; but that makes no difference here. Our chocolate is perfect in quality and generous in quantity. Try it—it's delicious.—*Clark's Ice Cream Parlor, Lockport, Ill.*

Say, girls, the laugh has been on you so many times about your complexions being bought in a drug store at two bits a box—Here's a secret—You can buy it for five cents a glass at our soda fountain—and it's the kind that won't come off. You may tell that healthful tint in the cheeks of a majority of smiling faces about our fountain, any day, for our soda tattoos a rosy, healthful hue that sapolio couldn't budge—there's health in every drop—mental nourishment, too—for it drives away dull care and instills a cheerful disposition.—*The Ing & Allen Co., Sacramento, Cal.*

Soda Water Philosophy. Facts worth remembering. Some people don't believe in soda water. They say it's too sweet—injures the stomach, etc. That's nonsense! True, there's a great deal of poor stuff sold under this name—chemical syrups, half carbonated water—but when you drink what we serve, you do your palate, your stomach and your digestion a genuinely good turn. In the tropics fruits of all kinds are the principal diet—a wise Providence so provides it. When the sun brings out the perspiration here, we give you the pure fruit juices without the pith and fibre, which are the indigestible parts. And the sparkle—who will say it isn't better than the exhilaration of alcohol? And the refreshing coolness—who will claim it is not more invigorating than the effects of beer or wine? The drinking habit won't harm you if it gets its supply from our fountain. Come—and bring the lady with you!—*Adrian Paradis, Brooklyn, N. Y.*

There is nothing on earth that will cool you as quickly as a glass of pure, sparkling, delicious soda. And when prepared with the purest of fruit juices and choicest of cream, like ours, it is as nectar for the soul. We serve ice cream soda that can't be excelled. Cooling, refreshing, reviving, wholesome, palatable, delightful. You must try it.—*Mykrantz Pharmacy, Columbus, Ohio.*

Oh, But It's Good.—That's what they all say about our soda. When something really delicious, refreshing and satisfying is desired, drop in here and try our ice cream soda. It's the very acme of Summer pleasure.—*Gray & Worcester, Detroit, Mich.*

SODA

Our soda fountain is now at your service for the summer season. A fine place to stop and enjoy a delicious, refreshing drink—pure and wholesome.—*The Diamond Drug Store, Kansas City.*

A few swallows of Mykrantz's delicious, cold and sparkling soda water on a sultry day will open your eyes to the difference in a high grade, pure fruit juice flavoring and that made by artificial processes. Mykrantz's choice soda water is a boon to the thirsty on a hot day like this.—*Mykrantz, Columbus.*

Something sparkling, exhilarating, refreshing comes from our soda fountain on every turn of the valve. You will soon learn how delicious each one of the many drinks we prepare is. And you will soon learn that our soda is as pure and wholesome as perfect materials and great care can make it.—*Dudley's Drug Store, Silver Springs, N. Y.*

There is nothing on earth that will cool you as quickly as a glass of pure, sparkling, delicious soda, and when prepared with the purest of fruit juices and choicest of cream, like ours, it is a nectar to the soul. The ice cream soda we serve cannot be excelled. It is cooling, refreshing, reviving, wholesome, palatable and delightful. You must try it at *Lilley's Ice Cream Parlors and Candy Factory, Victoria, B. C.*

Sliced Peaches and Crushed Raspberries.—What a vision of deliciousness arise as you think of them in connection with a cooling draught! How tempting the thought! Well, they're more than tempting when served with our ice cream soda. All this would be wasted on old customers. They know there's no drink like these two beverages of ours. They're around our fountain every day. It's the stranger that we hope to attract.—*Schlotterbeck & Foss Co., Portland, Me.*

An elevated taste is displayed by those who drink our soda water. They have learned to discriminate between the good, bad and indifferent and have chosen the good as their favorite beverage. Our soda fountain can supply an almost endless supply of flavors, and from those and the pure soda water are concocted delightful, refreshing, wholesome and invigorating drinks.—*A. L. Ziegler, Druggist, York, Pa.*

Hall's is a delightful place to visit these warm days. And why so? A large, bright and well ventilated room, cool as can be—music by electric piano, and the purest and best possible iced drinks, ice cream and ices served. Could

you want for a better summer attraction? Before and after a tour of shopping in the mornings and afternoons, or a car ride after tea, are the times to think of us and the many attractions that await you.—*Geo. E. Hall & Co., Binghamton, N. Y.*

Meet me at Watson's fountain. That's what you should say to your friends if you want to please them. We have an expert operator in charge at each of our stores. Our soda is pure, delicious, refreshing and everything that good soda should be.—*Watson's, Winnipeg, Can.*

Delicious soda daintily served. Everybody likes our soda water with its sparkling freshness, its refreshing ice-coldness and its thorough purity and wholesomeness. We go to endless pains to make each drink suit the particular taste of each individual customer. We serve it just as you like it.—*People's Pharmacy, Denison, Texas.*

Ice cream soda.—There's but one good kind and you'll find that at our fountain. It is our earnest endeavor to "Get Next" to just what you want, not too sweet, just enough soda water to "make it right" and only the best of ice cream. Best fruit flavors and all the new "kinks" in serving make this the best soda fountain.—*Wanamaker, Philadelphia.*

Our soda fountain is the chilliest, coldest, frostiest proposition in town.—*Loranger & Culver, Saginaw, Mich.*

Our ice cream soda is one of the most popular drinks to be had in town. It brings people from everywhere, it's so delicious and cold.—*Macy's, New York.*

An elevated taste is displayed by those who drink our soda water. They have learned to discriminate between the good, bad and indifferent and have chosen the good as their favorite beverage. Our soda fountain can supply an almost endless supply of flavors, and from those and the pure soda water are concocted delightful, refreshing, wholesome and invigorating drinks.—*Wanamaker, Philadelphia.*

"Never tasted anything nearly so good" is the verdict of all who have tried our choice fruit flavor soda. It's so delicious as to almost force an expression of delight from a sphinx. Prepared from purest and finest ingredients, it is always of uniform high quality. Try a glass of this unrivaled ice cream soda. 'Twill make you feel there's something worth living for.—*Wanamaker's, Philadelphia, Pa.*

SODA

Our ice cream parlor is a delightful place to visit these warm days. And why so? A large, bright and well ventilated room, cool as can be—and the purest and best possible iced drinks, ice cream and ices served. Could you want anything better in these scorching hot days?—*Macy's, New York.*

Pomona Ice.—A fruit punch that has body and a delicious new flavor that's produced by the blending of choice ripe fruits. We make it and it is served at our fountain (5c) every day. A cool, refreshing summer drink without an equal.—*Macy's, New York.*

Real ice cream soda. That's the kind we serve. Although in this enlightened age it is possible to make a pretty good imitation of ice cream without using cream of sugar, we are still old-fashioned and use the real ingredients. That's why you get such delicious ice cream soda here. We spare no expense in making our ice cream soda. Not only is the ice cream pure and good but the syrups are made from real luscious fruits. If it were possible to make better we would do so. Our cleanly service helps to make soda drinking more delightful.—*Reynolds Drug Co., Denison, Texas.*

Soda. The darkest face will brighten after a glass of our delicious soda. The tired and thirsty man or woman will find it both satisfying and refreshing. A glass of sparkling soda drawn from our fountain will make you think it indeed the fountain of youth. It will banish the lassitude due to the heat, comfort the parched throat and tickle the palate as no other drink can. Have one with us.—*Exchange Drug Co., Montgomery, Ala.*

Soda Fountains. Several rare bargains in our warerooms for quick delivery. Easy terms of payment. A postal will bring our representative.—*Robert M. Green & Sons, Philadelphia.*

Golden Orangeade. Cooling, refreshing, healthful. A soda beverage that makes a long thirst scamper. If you drink Golden Orangeade you will wish you had a neck as long as a giraffe's. It is the drink for these sizzling July days. Long drink, 5c.—*Towne, Seecombe & Allison, San Bernardino, Cal.*

When thirsty quench your thirst at our soda fountain. The coolest, most refreshing drinks are to be obtained there. The best ice cream soda in the city, made from pure fruit flavors. Root beer, vichy and all kinds of mineral waters served ice cold, for hot

weather thirsts at *The Modern Pharmacy, Binghamton, N. Y.*

A sip for the fair generally includes a glass of delicious soda water. We have it in all flavors as well as all other "soft drinks," such as sarsaparilla, ginger ale, root beer, etc. It is all pure and guaranteed. There is a delightful feeling of comfort that follows a drink of this matchless soda. Make a trial of it in the near future. Then you will wonder how you have managed to do without it so long.—*Owl Drug Store, San Bernardino, Cal.*

Pure food chocolate with our sundaes. The chocolate we use to make our syrups for the fountain is "Bensdorp's," the most expensive, the purest made. Imported for high grade use, it is one of the few that conforms to the Pure Food Law. Try a soda with this chocolate.—*Central Drug Co., San Bernardino, Cal.*

The Fountain. Refresh yourself during these hot days at the Marble Fountain. The most delicious drinks with pure fruit flavors. Lemonade, cocoa-cola, but our specialty is ice cream soda. In the tea room we serve ice cream in all sorts of unique ways.—*Schipper & Block, Peoria, Ill.*

Soda Fountains. We are well equipped for the season. Fountains at all our stores. Expert operators to supply you with all the latest American mixtures and favorite flavors. Everything modern and up-to-date. Bright, cheerful stores and parlors.—*The Watson Confectionery Co., Ltd., Winnipeg.*

The best soda in town. It is our aim to make the best soda. We therefore spare neither trouble nor expense to secure the best results. Natural fruit flavors, plenty of ice, cleanliness and superior skill in dispensing make "Gorgas' soda" just what you want it to be—pure—delicious—satisfying.—*Gorgas, Harrisburg, Pa.*

A satisfied expression will be noticed in your face after one of our cooling and refreshing tutti-frutti sundaes. Ask our mixologist.—*Wynkoop-Vaughan Co., Tacoma, Wash.*

So-da you see the point. The leading soda men in all its branches. Purity in water and best of material in the manufacture of goods is our motto.—*Pioneer Soda Works, Reno, Nevada.*

Maple mist and sweet cherry five-cent ice cream soda are considered the finest drinks in the city. We use only the pure fruit juice. When warm and thirsty come and see us.—*Macy's, New York.*

SODA

RESTAURANTS

"I see Smith takes five minutes for lunch."
"Oh, yes! Smith has been out of active business for some little time, now."—Puck.

The oyster season.—Those who like oysters like also the way we cook them. Oysters require different treatment than any other food, and we give them just the attention that assures best taste. Our patrons like our service and our cooking. We believe you will like them, too.—*Gem Restaurant, Great Falls, Mont.*

A sunny smile cannot come when the stomach is out of order, but the stomach is never out of order when the meals are taken at our peerless restaurant, for the food is so perfectly cooked, and of such anti-dyspeptic kind that it restores and promotes health.—*The McRae Cafe Co., Colorado Springs, Colo.*

Permanent guests will find the Mammoth Hotel their ideal residence, restful and enjoyable. The cuisine is excellent, for the table is bountifully supplied with all the delicacies of the season. All the guest chambers, whether single or en suite, are of outside location, well lighted and well ventilated with improved sanitary plumbing, steam heat, electric lights, running water, hot and cold, and open grates for those cheerful little fires that so enliven a room and lend a home-like atmosphere. All the furnishings are new, and attentive service that pleases is within easy call.—*The Manhattan Hotel, San Francisco, Cal.*

A tempting breakfast can be served your guests without much trouble—if your meats are ordered from Brauer's, and your chef knows his business! Our meats are toothsome, delicious, tender and juicy! We sell especially to the hotels, clubs, cafes, restaurants, summer resort hotels, and ship to families in the country.—*H. C. Brauer, Richmond, Va.*

Well fed men are invariably of a happy disposition. Those who patronize us are well nourished.—*Coleman's, Newark.*

Folks all gone away? Come in and take breakfast, dinner, supper with us. We'll give you as delicious a meal as you want—serve it appetizingly—with no vexatious delay.—*Fox & Adams, Bangor.*

What to eat, when to eat, and where to eat are very important questions. The last is easily answered by all who have

tried *White's Restaurant and Cafe*, and if you eat there your appetite will tell you when to do it. Then there are so many good things subject to your order that you can easily tell what to eat among so many teasers of the appetite.—*Spokane, Wash., Restaurant.*

Perfect service is only one of the many comforts upon which you can depend at Statler's. The best food, best of cooking and exceedingly reasonable prices are other advantages. Statler's is a first-class restaurant at the price of others not so good.—*Statler's, Buffalo, N. Y.*

Your wants supplied. If you enjoy good eating, or if you merely eat to insure health and strength, you'll get what you want here. Our menus are attractive. Our service is excellent. You get a good meal at a slight price and have the satisfaction of knowing what you eat is right.—*The Viking Restaurant, Logansport, Ind.*

Luncheons. If hunger begins to assert itself while you're down town, visit our cafe. Here you may have anything, from a dish of ice cream or the daintiest of dainty little luncheons, to the good, big, substantial meals. Every article of food is served in the most appetizing manner possible. In this clean, bright, cheerful room you may sit and eat the good things set before you, with a zest born of the tempting dishes, and with a satisfaction found only in our cafe. Fourth floor.—*The Jones Dry Goods Co., Kansas City, Mo.*

Just like home. To lunch in our place is to lunch in peace and comfort—"just like home." Electric fans to keep you cool. We cater to the tastes of all. We have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick—and substantial but equally toothsome roast and broiled meats, entrees, fish, vegetables, for the hearty eaters. All of high quality, well cooked, and served in the best manner. Our buttermilk is simply delicious! Our frozen watermelon is sweet and juicy! Friday's special: Clam Chowder.—*Ward's, Norfolk, Va.*

RESTAURANTS

Seasonable delicacies are found upon our bill of fare all the year around. And they are cooked to a turn and served daintily.—*White's Spokane, Wash.*

The up-in-the-sunshine restaurant on our 4th floor—perfect cuisine, varied menu and modest cost for a dainty meal, full and plenty.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Shoppers' lunches are a specialty with us—and greatly appreciated by the shopping public. You know yourself how a cup of hot coffee and a light lunch refreshes and satisfies you on these wintry days. We are always ready to serve these "shopper lunches" any time of day—have a first-class, fully-equipped restaurant. Best of food; quick, clean service; no high prices.—*Fox & Adams, Bangor, Me.*

Good service is one of our strong standbys in making a bid for popular favor for our restaurant. It goes without saying that the soups, meats, vegetables, ice creams, ices and other desserts must be the acme of perfection in their line, but we also use our best endeavors to treat you with courtesy, to serve you with deftness and dispatch. Our bill of fare will show our prices to be very, very reasonable. Wanted a few boarders at a reasonable rate.—*Elite Restaurant, Waco, Tex.*

Begin now and enjoy yourself by taking your noon lunch at Watson's. Our chef thoroughly understands the art of preparing a dainty lunch. It's only 40 cents and you can have your table reserved from day to day. Smoking and coffee rooms in connection.—*Watson's, Winnipeg, Can.*

Come in the cool of the morning. Lunch here if you wish, returning home refreshed and unfatigued.—*Hearn's, New York City.*

If you ever eat one meal here you will come back for the second one. If you are going to a picnic come here and let us prepare your lunch. Come any time, we are always glad to see you.—*Cary's Restaurant, Kenton, Ohio.*

The most enjoyable meal and most satisfactory, too, is served here. Ever try one? Those who haven't, miss much that is good. Home cooking is excellent, because we have experienced cooks trained in producing palate tickling dishes. Prices are popular.—*White's Restaurant and Cafe, Spokane, Wash.*

This great oyster parlor is a thermometer to the society and business talent of the city. There are seats for a thousand, and rooms and every convenience; elec-

tric fans, light as day, quick, gentlemanly service, and the best things to eat from the ocean, land and air, cooked and served without a fault. This is the proper place for ladies after the theater. They accept with gladness an invitation to dine at *Levy's, Los Angeles, Cal.*

All cooks look alike to a hungry man. But it's a different matter when the man isn't hungry and has to rely on the cook for his appetite. Our cooks bear no resemblance whatever to each other.—*Levy's, Los Angeles, Cal.*

There's a homelike feeling about our dining-room. The excellence of the food, cooking and service satisfies the most particular. Patrons are treated courteously and supplied with liberal quantities of choice and seasonable food. Popular prices.—*White's Restaurant, Spokane, Wash.*

Our big restaurant.—It is not only the shopper who finds our restaurant on the fifth floor so handy and convenient, but the business men of the neighborhood have quickly recognized its many advantages, its tempting cooking, its varied menu, its prompt service and moderate prices.—*Hoyt, Kent & Sefton Co., Cleveland, O.*

To lunch in our tea room is to lunch in peace and comfort, and with thorough enjoyment. Being on the fifth floor and thoroughly ventilated, it is naturally cooler than places of refreshment on a level with the street. And then, electric fans keep a cooling breeze constantly circulating.—*Stewart & Co., Baltimore, Md.*

When you are hungry and want something real good to eat, just come here—we have most everything you can think of on our lunch counter, day and night. Big electric fans to keep you cool. Our regular meals, also, are quite a treat.—*Cary's, Kenton, O.*

We cater to the tastes of all. Have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick, and substantial but equally toothsome roast and boiled meats, entrees, fish, vegetables, etc., for the hearty eaters. All are of high quality, well cooked and served in the best possible manner.—*White's Restaurant and Cafe, Spokane, Wash.*

What refreshment if the food is of fine quality, the cooking excellent and the service perfect.—*White's Restaurant and Cafe, Spokane, Wash.*

A fastidious place for fastidious people. Take your friends to Levy's for the little theatre supper.—*Levy's, Los Angeles, Cal.*

RESTAURANTS

Lunch at the "Busy Bee" Restaurant any time you feel hungry. They serve everything that's good to eat. Their regular meals will make you wonder why you hadn't been there before.—*"Busy Bee," Kenton, Ohio.*

The Japanese tea room where luncheons are prepared in the best of American style and served in surroundings distinctively, daintily Japanese. The room is like a garden in Japan. Is not the prospect alluring? To anyone with a soul above the commonplace it most certainly is. Then there's the harp recital every day—to add to the pleasure of luncheon. Private luncheons arranged for if you like. Prices moderate.—*The Anderson Co., Buffalo, N. Y.*

It is a quaint and cozy place, and the food is excellent.—*The Flemish Restaurant, New York, N. Y.*

Have you ever breakfasted at the Criterion? Fruit—egg (cooked on the table so you can time it yourself)—bacon—roll—all delicate.—*Criterion, New York.*

Hard shell crabs that are not the first of this season—they're the first really meaty ones we've had so far. Enjoy picking a portion this evening in our cool dining rooms. A pair to the order.—*Hildebrecht, Trenton, N. J.*

For tired shoppers, luncheon, luxury and little prices at the Woman's Noonday Club, a place quite different from any other in New York, with trifling cost as its most astonishing feature.—*The Woman's Noonday Club, New York.*

Restaurant is up near the clouds—on the eighth floor. Like the rest of the store—it is cool and inviting.—*Simpson Crawford Co., New York, N. Y.*

Yes, you really and thoroughly enjoy a meal at my house. Everything prepared is the very best, and the service is excellent.—It must necessarily follow that you relish every bite. With your wife or family join the many at the noonday meal in my private dining room upstairs. You'll like it, I'm sure.—*Moran, Troy.*

Lunch at Bullock's is enjoyable. Imagine a restaurant seven stories up in the pure, fresh air, with a superb view of Los Angeles stretching away in the distance. Imagine an appetizing menu with just the things you like best, prepared and served perfectly—and come to lunch at Bullock's to-day. Music from 11:30 to 1:30.—*Bullock's, Los Angeles.*

The small prices at Hildebrecht's are the subject of considerable favorable comment. As a matter of fact, there is no restaurant that we know of anywhere, which gives our class of service and

charges so moderately for it. And yet we want to emphasize quality rather than low prices. We invite your confidence and a trial order, at least. Test our good cookery and dainty service. The rest we shall be glad to leave to you.—*Hildebrecht Catering Co., Trenton, N. J.*

No matter how much of a hurry you may be in, what you want is served so quickly at The Essex that you will be perfectly satisfied. And no matter how particular you may be, Essex things are so delicious and appetizing that you will be perfectly satisfied in that respect, too.—*H. J. P. Hampton, Albany, N. Y.*

The daintiness of the Hildebrecht service is one of the very superior features of our new dining room. It appeals to men as much as to women. It enhances one's enjoyment when dining, and it is positively not put into the bill. One secures a light lunch or a hearty meal for as little cost as is asked in cheap restaurants. Variety is superb, the cookery of the finest, and nappery spotlessly white at all times. We seek the patronage of those who prefer these features. Two "own baking" specials this week. Very superior products, made by experts from the finest ingredients secureable. 40c. old-fashioned pound cake, 35c. fresh rhubarb pie, 25c. Two of our very popular sellers.—*Hildebrecht Catering Co., Trenton, N. J.*

For June weddings we have unequalled facilities for taking entire charge of preparing and serving wedding feasts. Linen, china, silverware and repasts of which you may properly be proud, all furnished at moderate cost. Engage our services as far ahead as possible.—*Chitberg's, Pueblo, Col.*

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The best Thanksgiving menu will be served by Al. Campbell, of course. We serve the best every day and we'll surely eclipse all others on this great national feast day. The best domestic and imported wines, liquors, cigars and beers are to be had at our bar, or served with your meal.—*The Al. E. Campbell Catering Co., Birmingham, Alabama.*

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Come in the cool of the morning. Lunch here if you wish, returning home refreshed and unfatigued.—*Hearn's, New York City.*

If you ever eat one meal here you will come back for the second one. If you are going to a picnic come here and let us prepare your lunch. Come any time, we are always glad to see you.—*Cary's Restaurant, Kenton, Ohio.*

The most enjoyable meal and most satisfactory, too, is served here. Ever try one? Those who haven't, miss much that is good. Home cooking is excellent, because we have experienced cooks trained in producing palate tickling dishes. Prices are popular.—*White's Restaurant and Cafe, Spokane, Wash.*

This great oyster parlor is a thermometer to the society and business talent of the city. There are seats for a thousand, and rooms and every convenience; elec-

tric fans, light as day, quick, gentlemanly service, and the best things to eat from the ocean, land and air, cooked and served without a fault. This is the proper place for ladies after the theater. They accept with gladness an invitation to dine at *Levy's, Los Angeles, Cal.*

All cooks look alike to a hungry man. But it's a different matter when the man isn't hungry and has to rely on the cook for his appetite. Our cooks bear no resemblance whatever to each other.—*Levy's, Los Angeles, Cal.*

There's a homelike feeling about our dining-room. The excellence of the food, cooking and service satisfies the most particular. Patrons are treated courteously and supplied with liberal quantities of choice and seasonable food. Popular prices.—*White's Restaurant, Spokane, Wash.*

Our big restaurant.—It is not only the shopper who finds our restaurant on the fifth floor so handy and convenient, but the business men of the neighborhood have quickly recognized its many advantages, its tempting cooking, its varied menu, its prompt service and moderate prices.—*Hoyt, Kent & Sefton Co., Cleveland, O.*

To lunch in our tea room is to lunch in peace and comfort, and with thorough enjoyment. Being on the fifth floor and thoroughly ventilated, it is naturally cooler than places of refreshment on a level with the street. And then, electric fans keep a cooling breeze constantly circulating.—*Stewart & Co., Baltimore, Md.*

When you are hungry and want something real good to eat, just come here—we have most everything you can think of on our lunch counter, day and night. Big electric fans to keep you cool. Our regular meals, also, are quite a treat.—*Cary's, Kenton, O.*

We cater to the tastes of all. Have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick, and substantial but equally toothsome roast and boiled meats, entrees, fish, vegetables, etc., for the hearty eaters. All are of high quality, well cooked and served in the best possible manner.—*White's Restaurant and Cafe, Spokane, Wash.*

What refreshment if the food is of fine quality, the cooking excellent and the service perfect.—*White's Restaurant and Cafe, Spokane, Wash.*

A fastidious place for fastidious people. Take your friends to Levy's for the little theatre supper.—*Levy's, Los Angeles, Cal.*

RESTAURANTS

Lunch at the "Busy Bee" Restaurant any time you feel hungry. They serve everything that's good to eat. Their regular meals will make you wonder why you hadn't been there before.—*"Busy Bee," Kenton, Ohio.*

The Japanese tea room where luncheons are prepared in the best of American style and served in surroundings distinctively, daintily Japanese. The room is like a garden in Japan. Is not the prospect alluring? To anyone with a soul above the commonplace it most certainly is. Then there's the harp recital every day—to add to the pleasure of lunching. Private luncheons arranged for if you like. Prices moderate.—*The Anderson Co., Buffalo, N. Y.*

It is a quaint and cozy place, and the food is excellent.—*The Flemish Restaurant, New York, N. Y.*

Have you ever breakfasted at the Criterion? Fruit—egg (cooked on the table so you can time it yourself)—bacon—roll—all delicate.—*Criterion, New York.*

Hard shell crabs that are not the first of this season—they're the first really meaty ones we've had so far. Enjoy picking a portion this evening in our cool dining rooms. A pair to the order.—*Hildebrecht, Trenton, N. J.*

For tired shoppers, luncheon, luxury and little prices at the Woman's Noonday Club, a place quite different from any other in New York, with trifling cost as its most astonishing feature.—*The Woman's Noonday Club, New York.*

Restaurant is up near the clouds—on the eighth floor. Like the rest of the store—it is cool and inviting.—*Simpson Crawford Co., New York, N. Y.*

Yes, you really and thoroughly enjoy a meal at my house. Everything prepared is the very best, and the service is excellent.—It must necessarily follow that you relish every bite. With your wife or family join the many at the noonday meal in my private dining room upstairs. You'll like it, I'm sure.—*Moran, Troy.*

Lunch at Bullock's is enjoyable. Imagine a restaurant seven stories up in the pure, fresh air, with a superb view of Los Angeles stretching away in the distance. Imagine an appetizing menu with just the things you like best, prepared and served perfectly—and come to lunch at Bullock's to-day. Music from 11:30 to 1:30.—*Bullock's, Los Angeles.*

The small prices at Hildebrecht's are the subject of considerable favorable comment. As a matter of fact, there is no restaurant that we know of anywhere, which gives our class of service and

charges so moderately for it. And yet we want to emphasize quality rather than low prices. We invite your confidence and a trial order, at least. Test our good cookery and dainty service. The rest we shall be glad to leave to you.—*Hildebrecht Catering Co., Trenton, N. J.*

No matter how much of a hurry you may be in, what you want is served so quickly at The Essex that you will be perfectly satisfied. And no matter how particular you may be, Essex things are so delicious and appetizing that you will be perfectly satisfied in that respect, too.—*H. J. P. Hampton, Albany, N. Y.*

The daintiness of the Hildebrecht service is one of the very superior features of our new dining room. It appeals to men as much as to women. It enhances one's enjoyment when dining, and it is positively not put into the bill. One secures a light lunch or a hearty meal for as little cost as is asked in cheap restaurants. Variety is superb, the cookery of the finest, and nappery spotlessly white at all times. We seek the patronage of those who prefer these features. Two "own baking" specials this week. Very superior products, made by experts from the finest ingredients secureable. 40c. old-fashioned pound cake, 35c. fresh rhubarb pie, 25c. Two of our very popular sellers.—*Hildebrecht Catering Co., Trenton, N. J.*

For June weddings we have unequalled facilities for taking entire charge of preparing and serving wedding feasts. Linen, china, silverware and repasts of which you may properly be proud, all furnished at moderate cost. Engage our services as far ahead as possible.—*Chitberg's, Pueblo, Col.*

The small prices at Hildebrecht's are the subject of considerable favorable comment. As a matter of fact, there is no restaurant that we know of, anywhere, which gives our class of service and charges so moderately for it. And yet we want to emphasize quality rather than low prices. We invite your confidence and a trial order, at least. Test our good cookery and dainty service. The rest we shall be glad to leave to you.—*Hildebrecht Catering Co., Trenton, N. J.*

The best Thanksgiving menu will be served by Al. Campbell, of course. We serve the best every day and we'll surely eclipse all others on this great national feast day. The best domestic and imported wines, liquors, cigars and beers are to be had at our bar, or served with your meal.—*The Al. E. Campbell Catering Co., Birmingham, Alabama.*

RESTAURANTS

"CHRISTMAS"

"Vot did you vish?" set der young woman.

"I vas looking for a Christmas present for my wife," I set. "I vish to buy somedings dot vill bring a great choy into her heart ad dis habby Christmas season, und vich I could afterwards use for a pair of carpet slippers or a shaving mug."

Der young lady looked ad me mit short, sharp glances.

"Dot makes 27,493 peoples dot haf come in dis compartment store to-day midoud knowing vot dey vas didding here, und I refuse to ged \$8 a week und be a human encyclopedia."

I began a short apologization, bud she reached down unter der counter und pulled ub a club.

"Dis," she set, mit a vild look in der eyes, "dis is der habby season uf peace on earth, goot vill to men, bud der nead person dot leaves his brains ad home und tries to make me tell him vot is a goot Christmas present vill ged a bitter svipe across der forehead."—From "Dinkelspiel Goes Shopping," in *New York American*.

Christmas is rapidly approaching—only twenty-four more buying days remain, and the last twelve of them will be days of such tremendous activity that this great organization will be taxed to its utmost capacity. We take this opportunity to urge every one to consider this condition and make full use of the advantages the present week affords for satisfactory and comfortable Christmas shopping.—*Marshall Field & Co., Chicago*.

The greatest Xmas store. Gimbel's is not only the biggest Christmas store, but it is the most beautiful and carries more merchandise of true worth than any store in the West. It offers more attractions for young or old, in fact has made shopping at the big store reach the highest degree of pleasure. Note this too: We afford you the greatest opportunities for buying Christmas gifts at a lesser expense than anywhere in town.—*Gimbel Bros., Milwaukee, Wis.*

What shall I give for Christmas? This very pertinent question is answered—exhaustively, thoroughly, comprehensively, suggestively. We mention gifts appropriate for every member of the family—father, mother, brother, sister, relatives, friends or sweethearts. And with the selection as varied and attractive as it is this year at this store, Christmas shopping and gift selecting is more of a pleasure than a drudgery. You come in this store and see so many beautiful

things that are suitable gifts for the loved ones in mind that you are happily perplexed in not knowing which ones of the hundreds to buy. We offer you the result of years of buying and looking around for Christmas goods. While we are always desirous of selling just as low as we possibly can, yet quality is our foundation, and you can rest assured that any article bought for a present will give satisfaction and pleasure to the recipient every time he or she has occasion to use it. We are mentioning a few of the appropriate articles suitable for Christmas and are purposely omitting prices in order that you may forget all about the cost in anticipation of the pleasure of giving.—*Wilmington Furniture Co., Wilmington, Del.*

Xmas favors. All this talk about no chimneys for Santa Claus to explore has been exploded, for in our basement are favors enough showing the good old-time brick and mortar chimneys that would make Santa Claus chuckle as far as he could see them. Snowballs, Christmas bells in white and in red, tiny sleds, garlands, reindeer mounted boxes, feathered turkeys, baskets of fruits and vegetables, snow babies, holly in sprays or in bunches, bells that really ring, stars, garlands and stockings that are candy holders; these and a great many other pretty decorative, useful-for-Christmas favors are to be found in the basement.—*Abraham & Straus, Brooklyn, N. Y.*

"CHRISTMAS"

Christmas suggestions from Lansing's growing dry goods store. Do your Christmas buying now before the real rush begins. The crowds are gradually becoming larger and each day this busy place gets more popular among Xmas shoppers. Do not put off your buying another day. Come now while the selections remain good. It's a positive fact you will be more satisfied all around, by so doing, for many others, no doubt, are like you, waiting till the last few days.—*Dancer, Brogan & Co., Lansing, Mich.*

To our friends out of town. We address this word particularly to people out of town, in an effort to present our broad Christmas stocks of furniture, rugs, draperies, etc. In recent years gifts have been running more and more to the practical, and never before have we had such fine assortments ready at such an early date. We beg to advise you to make early selections, and when this is done we will pack the article carefully, when requested, hold till a few days prior to Christmas, and ship or deliver free of all charges on five dollars or more, to any address in Central Illinois.—*Schipper & Block, Peoria*.

The Browne Pharmacy where you meet your friends. Appropriate, acceptable Christmas gifts! You really must see the display of this, the leading drug store, to fully appreciate its magnitude and variety. The suggestions that are to be found here will furnish selections for many pleasing Christmas gifts. Throughout the line—the high standard of quality is maintained—and prices consistent with the values range to the popular fancy.—*New Bedford, Mass.*

"There is one thing about the Loeser store," says a woman. "If you read about something in the store news and then go and buy it, you always find it comes up to expectations when you get it home." Of course it does. The store holds its special place in this community because of the thousands of friends it has made and keeps. And the way to make friends isn't to fool them on something that they paid out their money for. As the Christmas season draws on, it is well to remember these things and to depend on the store that you know by experience is dependable. A great deal of the Christmas shopping is done in a rush. There isn't time to think over things and to make comparisons as carefully as you might at other seasons. So it is the every-day-in-the-year dependable store that it is safest to pin faith to at this season. A

thoroughfare has been made between Fulton and Livingston streets through the store by the opening of a main door to Livingston street. And along this new thoroughfare at all times you will find special values as notable as are to be had anywhere in the store. It is one more addition to the store's convenience and completeness.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Only eight more shopping days before Christmas. Early preparation makes you glad to see Christmas coming, but what a worry and flurry and hurry there is to spoil Christmas for those who delay. The store is lively enough these days, but owing to our enormous floor space we are able to serve you comfortably and carefully. If your Christmas puzzle has not as yet been solved, come to Barney's—the greatest Christmas store. Our stocks were never as complete and the price never as attractive.—*H. S. Barney Co., Schenectady, N. Y.*

Let this be your Christmas store. We come to you with this announcement in ample time to save you worry and money besides. We want everybody to feel that this is their Christmas store—that the big place is capable of meeting the demands of all and giving the best gift satisfaction to be found. One thing sure you can depend upon—and it's important—and that is, there'll be no after-holiday regrets through anything not measuring up to your fullest expectations. Another important thing we want to mention, too, is the fact that we trust you. Simply open a charge account and pay for the gifts after Christmas—a little at a time. It's a good time to pick out furniture gifts now. There's no immediate rush, excepting for your comfort. Those who like to shop leisurely and who want to go into the merit of everything critically—can come in now and go over the entire furniture display and then have anything "tagged" and put away. Then again you get absolutely first choice.—*Hurley-Tobin Co., Trenton, N. J.*

Peoria's Christmas store—Schipper & Block's. There are less than five full shopping weeks between to-day and Christmas—and the Big White Store's holiday stocks are now practically complete. Remember that an hour's shopping in the morning is worth two in the afternoon, and that the first selections are always the most satisfactory. The resources of our store were never more fully proved than in the magnificent showing of holiday merchandise now ready. Goods stored when desired.—*Schipper & Block, Peoria, Ill.*

"CHRISTMAS"

Every department in this progressive store is now filled with an endless variety of holiday gifts. Christmas shoppers find extra pleasure in making their purchases here on account of the neat price saving on each article. Everybody invited. Goods stored till Christmas. Come early to avoid crowds.—*Lochman Bros., Springfield, Ill.*

Preparations. Two weeks more and then—Christmas, the favored time for countless thousands of bounteous feasts, cheery social functions and happy reunions. Christmas, the greatest incentive for painstaking housewives to make their dinner table exceedingly delightful to the eye and surpassing gratifying to the appetite. Women with such thoughts in view will find the Kaufman store splendidly ready with the many needfuls of this great feast day, in abundant variety, of character to do credit to the taste and judgment of exacting housewives, and at prices especially favorable.—*Kaufman's, Trenton, N. J.*

Begun in earnest. Any one who walked through Loeser's this morning could have no doubt of it. The Christmas shopping has begun in earnest. There is a holiday atmosphere all through the store. And in these early days of the holiday season there is a freshness and special charm about the Christmas merchandise that makes it well worth while to begin now. In this one store is assembled over four million dollars' worth of high grade merchandise—merchandise of the Loeser standard. It is a tremendous stock. But it is because of the completeness of the stock and its special readiness to suit every personal need rather than on account of its immense volume that we believe the store to be in even better holiday trim than ever before in its history.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you have thought of replenishing the dining-room, this is surely the time to do it. You ought to have the dining-room in shape so that you can enjoy your Christmas dinner. We have a magnificent showing of dining-room furniture as complete as can be found in any store in the country.—*The Fair Store, Binghamton, N. Y.*

Two very important results from early Christmas shopping. First, you can serve your own interests so much better, there's greater variety to choose from, the goods are fresher, there's less inconvenience, there's less jostling and elbowing now than later on, there's much that will profit you personally in early

shopping. Secondly, you can do a world of good to employees—from check boy on up to salespeople, on through to the drivers and the horses, by shopping early; you can lighten the labors of all, for which they would be sincerely grateful to you. So with a trifle of forethought you can serve both factors—employee and yours loyally.—*S. P. Dunham & Co., Trenton, N. J.*

Christmas stocks at highest point of completeness now, and exceptional values rule. The holidays are almost here and Christmas gifts will readily suggest themselves if you visit this great Christmas store. The splendid readiness of our immense stocks now makes selection a pleasure. We would direct special attention for to-morrow to the great money-saving reductions on many seasonable lines, while the fact that these great special offerings are suitable for Christmas gifts give double importance to these time sale events. To-morrow will present the opportunity of all opportunities to supply your present or Christmas needs.—*Thos. C. Watkins, Hamilton, Can.*

A good beginning makes a good ending to Christmas shopping—shop early. Days are flying as they always fly when the Yuletide season comes around—when there is so much to do in preparation. Christmas eve will be here almost before you know it—only twenty-two shopping days left. If you haven't begun your Christmas shopping, begin now—slow beginners are apt to prove slow finishers, and judging by the last day's Christmas rush of a year ago, we will have more than we can do to give that perfect service that we would like. Help us, help yourselves, help our drivers, help our salespeople by doing your Christmas shopping early—early in the month, early in the day. First week of December Christmas shopping will be a pleasure. Second week it may be satisfactory. Third week it will be a whirl. The last half week it will be a crush.—*The T. Eaton Co., Winnipeg, Can.*

Add to the pleasure and merriment of the holidays by brightening and beautifying your dining-room. Our desirable showing in this line is the newest and gives the greatest satisfaction. Comparison convinces of a genuine saving.—*Mason's, Brooklyn, N. Y.*

Don't let the pleasure of the coming holidays be marred by a single oversight. Look at your table linens, your furniture, your larder, your glass, china, cutlery, etc., and fill in whatever necessary.—*H. Batterman, Brooklyn, N. Y.*

"CHRISTMAS"

Odd, decorative brass. A studio exhibit and sale. Get a fine jar or candlestick of hammered brass and you have something genuinely artistic and individual. The studio has been collecting such things—there hasn't been in Brooklyn before a showing of brass pieces to equal the one now ready. There are massive jardinières and pedestals, and there are also dainty little brass fern holders. There are trays, jars, candlesticks and many other pieces. Most of them show the hammer marks very plainly.—*Frederick Loeser & Co., Brooklyn.*

Sale of Christmas goods. Christmas gifts are included in this big list of saving opportunities. Everything mentioned is a seasonable need—goods you want. Remember, there are only twenty more shopping days till Christmas, and best choice is always obtained by early buyers. Some sales of more than usual importance for Saturday are: The book sale, some 3,500 gift books going on sale at 19c, 25c, 35c and 40c. The sale of Christmas ribbons—over 100,000 yards specially bought for this event, on sale at 4 yards for 5c, 3 yards for 10c, 5 yards 25c and 12½c yard. The sale of gift china—many hundred pieces ready at very special prices. The room-making sacrifice sale of footwear and the sensational coat sale. From top to bottom this immense establishment, containing the space of any other two stores, has turned into a Christmas store, and holiday buying can be accomplished here with the maximum of comfort and the minimum of money. Start right out with your list to-morrow morning. 8.30 sharp is none too early.—*The G. W. Robinson Co., Ltd., Hamilton, Can.*

Electroliers for fine giving. The complete Christmas stock now invites you, and immediate choosing is far best, since there will be no duplicates of the artistic specimens, as overcrowding factories can not take orders at this late day for holiday delivery. Mr. Man, your wife wanted an Electrolier last year, didn't she? You didn't get it, perhaps. If so, we suggest that it will solve this year's problem as almost nothing else.—*Schipper & Block, Peoria, Ill.*

Dainty Christmas novelties in fancy goods. The hundreds of women who daily turn to this section for the inexpensive remembrances which are included on every Christmas list will find in our present great assortment not only the widest varieties of new and effective ideas, but many remarkable instances of unequaled value-giving.—*Marshall Field & Co., Chicago, Ill.*

Our preparations for Christmas. If you will note our advertisements from day to day we are sure it will help settle many vexatious Christmas problems, for we have racked our brains to make it as easy for you as we know how. There are not many shopping days remaining before Xmas, so for your benefit as well as ours, we advise early buying, which gives you the benefit of choice selection and better service.—*The B. & M., Peoria, Ill.*

If you are not sure what to give, give a 1907 calendar. There is hardly a gift need that a calendar will not appropriately fill—whether you want to mail only a dainty remembrance or a substantial present. Anybody can send anybody a calendar—like books or flowers—and even the woman who "has everything" will be sure to appreciate one of the beauty things. Never were the calendars more charming than this year. All the favorites are here—the Underwood, the Christy, the Madonna calendars, the Posters, the Cat calendars, and dozens of new designs, ranging from 19c up to the exquisite platinum prints tinted with hand colors at \$2.80. Widest and best choosing at Loeser's—and wisest choosing while stocks are fresh and unhandled.—*Frederick Loeser & Co., Brooklyn.*

Holiday photos. No gift gives greater pleasure to both donor and recipient than a photo—especially if it be a Miller photo, which embodies all the virtues of art in photography.—*Miller Studio, Minneapolis, Minn.*

The Christmas picture frame. It should be ordered now. We are prepared to take good care of the holiday rush orders, but, of course it is advisable to place your order as quickly as possible, thus insuring prompt service and all around satisfactory execution of your order. We have a very extensive stock of frames, we employ experts who know the framing business from a to z, and we charge prices that are unquestionably the most moderate to be found anywhere for like high class work. Place your order now.—*Kaufman's, Trenton, N. J.*

Any one desiring to give silver for a wedding present or Christmas gift will particularly be interested in this splendid showing of beautiful pieces in sterling silver, at Mayer's. The collection at the present time offers such variety as will not be found later on in the season. Now is the right time to select the choicest gift things for Christmas. We lay goods aside for later delivery.—*Charles Mayer & Company, Indianapolis, Ind.*

"CHRISTMAS"

Take out your calendars, men and women folks, and see what little time there remains before the joyful Christmas. Here the Christmas spirit is already asserting itself from basement to roof. Holiday stocks are being installed, our sales force is being augmented in anticipation of heavy holiday buying, and facilities have been increased throughout to meet all demands. Experience is the best teacher. Don't delay your holiday buying.—*H. Batterman, Brooklyn, N. Y.*

Never has the far-famed present store of the metropolis succeeded in displaying, so early in the season, such a magnificent array of goods suitable for gifts as will be shown the coming week. We have positively outdone ourselves.—*Higgins & Seiter, New York, N. Y.*

Christmas is coming, so is Santa Claus. Next Saturday will find him in his little red house at Loeser's. By wireless he sends another message from Newfoundland: Saw Peary's ship, the Roosevelt. Did not stop to go on board—too anxious to reach Loeser's by Saturday. Everything is ready for Santa Claus—the finest collection of playthings that even the Loeser store ever had to show, and the telephone in first rate working order for this year again. Children may telephone Santa Claus every night between 6 and 8 after December 1. And just a word in the ear of parents: Do the important Christmas choosing now, while all the playthings are at their freshest and stocks are full, and before the presence of Santa Claus brings throngs at all hours to the toy store. No toys anywhere like these at these prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We are ready for Christmas—are you? The experience of previous years endorses the advisability of early preparations and early buying—especially if the gift is to be garments to measure, etc. We are splendidly prepared. Our wonderful toyland is boundless in the assortment of Christmas presents for children of all ages, temperament and preference. It is as though a fairy story had come true—no description could correctly picture the astonishing variety and immensity of this great wonderland of toys, dolls, books and games. Mechanical inventions most extraordinary are here. The doll display is the largest and finest we have ever shown—a magnificent carnival of dolls of many nationalities, sizes and kinds that's making the eyes of hundreds of little girls stand wide open. There are books and games for old and

young, old favorites and those that make their bow this year. Every department in this big Christmas mart is in holiday array and filled with useful, appropriate gifts for every member of the family. For several weeks already we are very busy filling and reserving orders for throngs of merry holiday shoppers.—*Kaufman's, Trenton, N. J.*

We are preparing to make the store this year again the Christmas store, and, as the law of our progression demands, we have gone about making preparations in a more elaborate way than ever before. The store is already full of Christmas hints and in more ways than one people can advantageously start their Christmas planning now and call on this store right off to help—you'll find it ever ready.—*Bloomingdale's, New York.*

Only 23 buying days until Christmas and the last 15 of these will find the store inevitably crowded, leaving about 8 days for that leisurely selection which is so much desired by discriminating purchasers. A great many people are already taking advantage of this opportunity and Christmas buying is well begun. The present condition of our stocks afford a wide selection of gift articles suitable for the holidays.—*Columbus Dry Goods Co., Columbus, O.*

Will you want sleds or skates for the children at Christmas? If you do you would better make your selections now, while our stock is complete. We will put them aside for you if you wish it.

Shabby furniture mars the effect of the finest feast. Don't let your Christmas dinner be spoiled by retaining articles that are the worse for wear. You will be able to find furniture in our warerooms that will suit your rooms, your taste and your pocket. The styles are the very latest and the quality is guaranteed. Select what you require now in time to adorn your home for Christmas, and be happy in the knowledge that it will give perfect satisfaction at many future festivals.

The experience of everybody supports the wisdom of early shopping for Christmas. Our holiday lines of merchandise are now more complete than ever before at this date—and your friends to be remembered are known. The better selections and the more leisure possible now make early holiday buying a pleasure. Many people are already busy with their Christmas shopping lists. This store is much more conspicuously than ever before the recognized headquarters for Christmas goods.—*Marshall Field & Co., Chicago, Ill.*

"CHRISTMAS"

"To Bloomingdales' again for Christmas shopping." That's the byword of the multitude of practical people who know that this all-year-round store is always to be implicitly relied upon at holiday times—its workings are as smooth as brains and experience can make them, and so Christmas "shopping worry" is unknown to its patrons.—*Bloomingdales', New York, N. Y.*

As beautiful with lights and flowers and decorations as the cramfull stocks would permit is the "Sisson" store just now. Large stocks are of vast importance, of course. Every one that has to do with Christmas goods, and few have not, is just as full of good things as possible. The pretty things and useful articles are themselves decorations and nothing could be more interesting.—*Sisson Bros.-Welden Co., Binghamton.*

Enormous stocks constantly passing in and out of the big store. "You keep turning your stocks so rapidly that nothing ever remains long enough to lose the lustre of its freshness," remarked a visitor the other day. That's true. We don't believe in lingering conditions. We operate during the Christmas season as we do throughout the other periods of the year. Stocks must sell rapidly. And they do! We have what the greatest number of people want, and we price everything in a way that meets with the promptest approbation of the largest number of shoppers. That policy has been followed unswervingly ever since the store opened. Moreover, we extend to our customers every shopping comfort and facility. If any fault crops up we endeavor immediately to rectify it. If it escapes our observation for the time being we feel under obligation to whosoever brings it to our attention. By so doing we are constantly making our organization and service more perfect. We go into the world's best markets for the best merchandise. We spare no money to make the store attractive. We stop at nothing legitimate to make you a firmer friend and a more frequent patron. A visit to The Siegel Cooper store at any time will readily convince you.—*Siegel Cooper Co., New York.*

Holiday goods, are coming fast now—almost the entire second floor of the Main street section is devoted to this

display. Come as often as you will and see them. Goods laid by for you. Early selecting is desirable.—*B. & O. Gann, Pueblo, Colo.*

"If I had my own way about gifts" I would give to all people just what they want. If I couldn't tell what they want from their tastes I would ask them. I would never give a cigar clip to a man who doesn't use tobacco, nor a stop watch to one who never saw a horse-race. I would give clothes, shoes, hats, if I thought people needed them—without the slightest hesitation. I would measure his old coat around the chest and pick out a "house coat." And I would look at the number inside his shoes, so that his slippers would fit when they came home. I would stuff the stockings of children with warm wraps and dresses and underwear, rather than with sweets. Santa Claus attends to the toys and candies. I would like gloves and neckwear and collars and shirts, and I would see that every one got a dress pattern or two, of cotton, wool or silk—for they can be made up whenever wanted. I would give to every one at least one book. I would give jewelry to those who can afford to wear it, and watches to those who are habitually behind time. To that golf fiend—I mean friend—of mine I would send one of those Angora jackets—and get it now before they are gone. To that girl who plays all day next door on the old piano I would give a new Chickering or Vose; and to every child I would give some sort of musical instrument, for I believe every one should learn to play something. Besides, it would keep them out of mischief. If I had my own way I would have Christmas every day in the year—making everything bought a gift to some one.—*Wanamaker's, Philadelphia, Pa.*

Some gift suggestions: For a sweetheart—The diamond ring and your heart, too, a locket with the miniature in it, a dainty picture in a gold frame, stylish stationery, a gift clock for her bedroom, silver articles for her writing desk. For a wife—A new watch, diamond eardrops (coming in again), cut glass pieces, or sterling silver for the table, hand-painted china, fine opera glasses, silver buckle belt, that diamond ring she never got.—*C. L. Byrd & Company, Memphis, Tenn.*

"CHRISTMAS"

VACATION

Summer Man.—Jack—How are you going to spend the summer?

Tom—I'm going to spend it traveling from one seaside place to another, until I find a girl worth a million or two who wants to be loved and married for herself alone.—Tit-Bits.

Our variety of lazy day suits is complete.—Oak Hall, Boston, Mass.

A bunch of pretty girls were discussing the details of their vacation trip, and they nearly all complained of "nothing fit to wear." Oh, that's easy to remedy, says one of the sweetest of the bunch. Let's all go to the Union Clothing Co., and we all can be fitted to a T.—Union Clothing Co., Cohoes, N. Y.

Vacation togs—we have them. How is that boy fixed for the three months' vacation—now at hand? Has he the kind of clothes it takes to hold a boy?—Fuller & Scane, Bedford, Ia.

You can save enough money at Spear's to defray the expenses of a vacation at the seashore. Don't worry about your vacation money. You can go to the seashore or elsewhere and have money to spare if you select your housefurnishings at Spear's—a dollar or two will do.—Spear's, Pittsburg, Pa.

As you hail with delight this happy and romantic season of picnics and outings, so we want you to meet our preparations for your enjoyment of these events. By glancing over the reminders herewith presented you'll see we are giving the best attention to the apparel and adjuncts required.—Burke, Fitz-Simons, Hone & Co., Rochester, N. Y.

Before going on your vacation step into our new bag section on the main floor and inspect the many new things we have to make the trip comfortable.—Mandel Brothers, Chicago, Ill.

Good-bye! You will soon be off by boat or rail. More than half the comfort of your summer outing depends upon your outfit. Here are the comforting kinds of underwear and overwear; thoroughly reliable in material and workmanship.—Oak Hall, Boston, Mass.

Already preparations are being made for the summer vacation, which include the shoes to be worn while at the seaside, the mountains or elsewhere. If

you are going to the mountains you will especially need stout shoes with heavy soles. If you are going to the seaside you will need dainty Oxfords and white footwear to be properly clad. Wherever you are going keep in mind that you can find here a correct footwear.—B. Rick's Sons, Washington, D. C.

"Taking to the woods" on a camping trip will be doubly enjoyable if you're provided with a supply of those fine jersey and other sweaters we're showing in our window—whites, stripes, blues and blacks—from \$1.50 up. Taking to the water will prove a perfect delight if you're rigged out with one of those handsome bathing suits we show alongside the sweaters at \$1 up. Your vacation will be a pleasant memory for years if you'll let us help you to get ready for it.—R. J. Hurd & Co., Spokane.

Our preparations incident to the coming traveling season were made with strict adherence to the demands of discriminating travelers and tourists.—B. Lowenstein & Bros., Memphis, Tenn.

Hat trunk. There is nothing a lady requires more in traveling than one of these light hat trunks. They hold five hats and contain a tray for small articles. Also most suitable for keeping your hats in at home.—Julian Sole Leather Goods Co., Toronto, Can.

Jamestown suit cases and trunks. Get prepared now to take in the great exposition. We can supply you with the right kind of traveling necessities—kinds that the baggage smasher can't hurt. We carry an unusually fine line of dress suit cases in qualities to suit all purses. Many in imitation leather; made extra strong and durable, with all the latest devices for convenience and safety. In the better grades of solid sole leather the most critical buyer can be satisfied. Trunks built to stand the racket, with all the latest devices for convenience and safety. Stop in to-day and see them.—Cramer & Rogers, Trenton, N. J.

VACATION

FISHING TACKLE

Black bass are biting, and a good catch is sure if you buy your bass tackle at our store. The quality of our tackle is dependable. No trouble in landing the big ones—when your outfit comes from here. Our prices are the lowest that reliable tackle can be sold for.—Callahan & Douglas, Binghamton, N. Y.

The sporting goods we are showing to-day ought to make every one feel like indulging in out of door sports. Tennis and baseball outfits, fishing tackle, kodaks, cameras, and supplies of all kinds are offered you for vacation days at prices which are lower than ever. The time to enjoy them is now, the place to buy them is here.—Waldron's, Binghamton, N. Y.

Rainbow trout supplies, that is, supplies with which to land that tricky and elusive specimen of the finny tribe successfully, such as reel, flies and tackle and, in fact, every thing the fisherman desires is found here. We can make the cost of your outfit seem so small and yet can equip you with the best.—Phillips-Cooke Hardware Co., Pueblo.

Why not get after the fish before the other fellows catch them? Fishing tackle is of two kinds—good and good for nothing. If you like to go fishing, better get your tackle here. We know exactly what is needed for the fish you are after. And when you hook a fish with our tackle you will not lose him. The hook will not break, the line or leader snap or the reel stick. All our sporting goods are the reliable kind. Come in and look them over. We have several novelties that you ought to see.—The Salem G. Le Valley Co., Buffalo, N. Y.

The fishing season is at its height—and here are all the things that delight the heart of the angler. And tennis, too, has received an impetus which ranks it as one of the foremost sports of 1904. This is the headquarters for all sorts of sporting and athletic needs. Prices are the lowest anywhere.—Abraham & Straus, Brooklyn.

Getting ready for fishing.—Practically the last barricade has been removed—

it's open season for almost any member of the finny tribes. The true fisherman is busy getting ready for the vacation campaign. At what point can our fishing tackle store serve you?—Sibley, Lindsay & Curr Co., Rochester, N. Y.

A strong pull on public favor our superb line of fishing tackle has. No man would think of starting out for a day's sport without first equipping himself with one of our fine bamboo or steel rods and expert reels, if he would hook the finny beauty in brook, lake or pond, and bring success to his fly or hook. Our line of fishing tackle, guns, rifles and ammunition is the best made.—Redving & Ellestad, Grand Forks, N. D.

Fishing tackle. Everything that's good. They have been catching the big ones lately—2 to 5 pounds. You will need a shotgun soon. Let us show you our line.—Rapp & Lloyd, Spokane.

We haven't talked fishing gear, because it's been too cold. We do so now. Fishing gear is cheaper each year.—A. W. Reddin, Charlottetown, P. E. I.

Things for everybody who wants to get out of doors and have a good time. Salt-water fishing practically begins on or about June—the first chance people have to go out of town for an outing. If you are after bluefish, sheepshead, flounder or any other kind, we've got the fishing tackle to help you.—Wanamaker's, Philadelphia.

The better and more complete the angler's outfit, the greater enjoyment is sure to be. If you, Mr. Fisherman, only knew (as we know full well) the real, dollar saving values in our fishing tackle department, you would all be here when the doors open this morning.—The 14th St. Store, New York.

The best bargain in a trout rod you will ever see. It is 9 1-2 ft. long and in 18-inch lengths. Fits easily in suit case or trunk. The supply is limited, so come soon.—Clapp & Treat, Hartford, Conn.

Be a successful angler. Our line of fishing tackle is entirely of English manufacture, purchased by us direct, and is the best assortment ever shown here.

FISHING TACKLE

includes rods, lines, leaders, flies, gut, hooks, in all desirable sizes. Our tackle makes a good catch certain—if there are fish to catch. It always pays to keep tackle complete—saves lots of bother when you want to go off in a hurry. Our prices are the lowest you can get good tackle for anywhere.—*J. G. Jamieson, Charlottetown, Can.*

"Throw physic to the dogs." I'll have none of it—but rather I'll away to the inviting brook and business cares a-banish—and there, at peace with the world, I'll fish and fish till close of day, and then, returning, boast not of catch—though creel be fairly filled—but rather attend the feast that good health and appetite prepares—then, resting, fish the day o'er and vow to go again as soon as possible. Now this is fishing—and sad is the man who doesn't crave a day or two's sport following a singing brook! We can tell you what to fish with—and we can equip you for any kind of a fishing trip. We are manufacturing retailers of rods and tackle. When you see our displays you'll agree that there's little more to see—go where you will. Rods from 75c. to \$75, and everything else in proportion. You'll like this store—for it's more than a store, you'll like our sportsman's room—it has an uncommercial air, it's stocked with good literature—on fishing and sports afieid.—*The Sportsman's Shop, Hartford, Conn.*

Fish early. Look over your tackle and be prepared. April first will soon be here and our new stock of hooks, flies, rods, reels, canvas creels and baskets are here now. They are beauties. We have everything in the world that could be desired for trout fishing.—*Clapp & Treat, Hartford, Conn.*

"Something doing?" Yes, but 'twill be a story of "the fish I didn't catch," if your tackle isn't right. Our 1908 light tackle outfits are up-to-date, of standard quality and made especially to conform to rules of Southern California clubs. A fine line of reels, prices ranging from 50c. to \$60. Our special pompano rod, 17 ft., 4 joint, is very convenient to carry on cars. Surf and wharf fishermen should see our split bamboo surf rods, large agate guide and tip, cord wound grip, extra heavy welt ferrules, and German silver trumpet guides, at \$10.—*Tufts-Lyon Arms Company, Los Angeles, Cal.*

Don't forget bass season opens June 1st. Prepare for your fishing trip by the purchase of necessary fishing

FISHING TACKLE

tackle. We have a complete stock of poles, lines, hooks, artificial flies and other bait, in fact everything for the up-to-date angler. Our values are strong. Make it a point to outfit here. Special on reels. Your wants in reels can be supplied here at a saving in price. We have the small brass reel, also the more elaborate multiplying reels with alarm and drag features. Better get our prices before buying elsewhere. There is a saving to be had here.—*Chambelle Cycle Co., Fresno.*

Your luck depends just as much on the quality of your tackle as it does on your skill. Stop at our store and replenish your tackle box and you won't be caught telling your friends about "that big one that got away." New rods, reels, artificial baits, hooks, etc., at the most attractive prices.—*Dollarhide & Harris, Denison, Tex.*

Fishing tackle.—This department makes a man think of deep, cool pools, with the slippery trout flashing, tempting you to fish. We have baited all the goods with very low prices for tomorrow.—*Siegel-Cooper Co., New York.*

"I can snake 'em out 'most every time if I have the right kind of tackle," said a fisherman friend to us the other day. No use talking, tackle is important; and, just the same as with everything else, there's a right kind to buy, and a right place to buy it. We believe our kind of tackle is surely the right kind; and if our prices and ways of selling don't prove that this is the right place to buy, your money is yours again in a minute.—*The Danbury Hardware Co., Danbury, Ct.*

How about your tackle, fishing tackle, we mean, is it all ready, so you won't be bothered to stop and buy some little thing at the last minute? Overhaul it now; make a list of the things you need and get them here. When you make out your list, put down the prices you think you ought to pay, and see how they compare with the prices you'll be asked to pay at this store.—*The Danbury Hardware Co., Danbury, Ct.*

Don't tackle fishing without the right sort of fishing tackle. Don't go fishing without going to the right place to buy your fishing fixings.—*Central Hardware Co., Frederick, Md.*

Goin' fishin? Tempting price-bait on our Fishing Tackle. Five-piece split Bamboo Trout Rod, \$1.38. And everything else catchy.—*Linsley & Lightborn, New Haven, Ct.*

ATHLETIC AND SPORTING GOODS

Cholly—"Ya'as, I'm going in for cwicket and golf and all that sawt of thing, y' know; they're such manly sport, y' know."

Miss Peppry—"The idea! You're becoming positively mannish, aren't you?"—*Buffalo News.*

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Bulky Matters—"Is dey swell folks up at dat house?"
Woeful Walters—"Is dey swell? Say, dey didn't hit me nit' nutting' but golf clubs."—*Chicago News.*

Go duck-shooting? These are ideal days for the sport. Much depends, however, upon the outfit. Good sportsmen know that and experience has taught them to rely upon Schmelzer's when in need of trusty guns or shells, boats, decoys, calls and hunter's coats or any other article of the hunter's equipment. A purchase at Schmelzer's means: A saving of money and time, invariable satisfaction and the best of quality. A half century of growth and the distinction of being the largest athletic and sporting goods house in the world backs our guarantee. "Whatever we sell or advertise, we stake our reputation on it."—*Schmelzer Arms Co., Kansas City, Mo.*

Football supplies. Sporting goods. This is ideal weather for football. We want you to know of the large supply of footballs and toggery we carry. Our goods are all first quality. We want you to inspect and compare our stock with others. You will be convinced we can do as well, if not a little better, in price and quality. Just try and see. Footballs. Our footballs are not sold at catalogue prices, but marked at their true value.—*The Alling Rubber Co., Waterbury, Conn.*

Outdoor sports. There is no spring tonic known that equals the great out-of-door. Plenty of exercise in the open, deep breathing and right thinking make for health and happiness. Whether you like the moderate exercise that you get by playing croquet or the more active game of tennis, or the still more strenuous game of baseball, you will find here every essential for personal or field equipment—by odds the largest stock of things needed for outdoor sport and

games than will be found in any other store in this section. And if you like to while away your leisure hours in a hammock or a swing, they, too, are here, and in tremendous variety. We also have rowboats, motor boats, and canoes, bicycles, tents, fishing tackle, etc.—*Hahne & Co., Newark, N. J.*

Sleighs for the boys and girls. Snow has fallen, and now for sleigh riding. Every boy and girl should have a sleigh and enjoy this very healthy exercise. We have now on sale a line of four different varieties. Sleighs to suit all, both in price and size. For the younger ones a serviceable sleigh, with flat shoes, finished in bright colors, at 35 cents each. Another of the same style and finish, but longer and higher at 40 cents. Then, in the better grades we sell a round iron spring shod sleigh, strong supports for the top board and in every way a good article, at 60 cents each. The larger size of the same variety, suitable for making "bobs," ordinarily known as a "Pointer," price 75 cents. Come early and make your choice.—*Ashdown's, Sporting Goods, Winnipeg, Can.*

Outdoor sports have begun. Baseball players have already taken the field, and it won't be long before tennis, golf, cycling, boating and all other forms of outdoor amusement will be in full swing. You have your favorite pastime—prepare for it now. There is hardly a sport but necessitates some special form of footwear. You'll find that special form right here. The following are but a few of the many varieties of men's outing shoes which we carry in stock.—*W. G. Simmons Co., Hartford, Conn.*

Gifts for an athletic boy. We've everything for building muscle, from ice

ATHLETIC & SPORTING GOODS

skates to bicycles, together with all the needfuls of a home gymnasium. Punching bags—some that swing free, others attached to both floor and ceiling. Boxing gloves, well padded. Footballs, Rugby shape, to stand plenty of knock-about use. 75c. up. Basket balls, \$1.00 up. Exercisers for boys, at 50c. Heavier sizes for professional athletes up to \$5.00. All weights of dumb bells and Indian clubs. Also rowing machines. Ice skates, 50c. up. Our Christmas catalog suggests hundreds of gifts. Mailed free.—*Shannon Hardware Co., Philadelphia, Pa.*

Squash tennis, racquets and balls here. The opening of the new Crescent Athletic Club with its four fine squash courts will stir interest in this splendid indoor game. It is natural, perhaps, that this store—which has furnished the Crescent Club from top to bottom—should now be prepared to supply the demand for Squash Racquets and Balls. They are of the best grades—at the least prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Bear in mind that we are headquarters for Baseball Goods. We have the largest stock of Gloves and Mitts ever shown in the Naugatuck valley. Over 500 Gloves displayed on our tables for you to choose from.

We guarantee to save you money on your purchases. No fancy prices here. All goods marked at what they are actually worth in plain figures.

We have one lot of Gloves that are soiled from handling. These are just as good for service, but are marked at about half price. Every Glove is warranted and will be replaced is not satisfactory.

Every one knows how hard it is to get a good bat; one evenly balanced and that just suits. We have over 500 Bats in stock to choose from, including six dozen Louisville Sluggers. The best bat made.—*The Alling Rubber Co., Waterbury, Conn.*

Not to-day or to-morrow, but almost before you know it, the snow will be gone, the grass green and you'll hear the umpire's call—"batter up." We have everything with which to equip the ball player, or rather the baseball clubs. Hans Wagner bats, Napoleon Lajoie bats, Louisville Slugger bats. We are exclusive agents for them—and if you like to "line 'em out," you'll appreciate the superiority of these bats. We have everything in Spalding and Victor baseballs, bats, gloves, guards, shields, and

ATHLETIC & SPORTING GOODS

all other articles necessary in the national game. We make special prices to clubs.—*The Anglers' Co., Hartford.*

If tennis is the game, here are the right tools—and as little priced as reliable sorts can anywhere be found.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We want you to regard this Store as most men do, as the best Sporting and Athletic Goods Store in this town, and be it boy, girl, man or woman who has a need in this line, we are ready, not only with the best goods, but also the lowest prices.—*Abraham & Straus, Brooklyn.*

The Best of Athletic Goods for Very Modest Prices.—Complete stocks of the Tools for outdoor sport, and those Tools in every instance reliable. Prices in every case as low as, and in most cases, lower than the same goods will cost elsewhere. Prompt, careful, pleasant service.—*Frederick Loeser & Co., Brooklyn.*

We are showing an extensive line of summer outing and sporting goods and accessories, including lawn tennis goods, base ball goods, lawn springs, tents, hammocks, croquet sets, garden tools, etc., and a full assortment of the small toys and games that are so delightful to the little folks.—*Woodward & Lothrop, Washington, D. C.*

This collection of Tennis Rackets comes from one of the best concerns in the business; and Rackets are all in 1904 models. The quality of material and the workmanship are the best put into these goods. Frames are of specially selected, highly polished, white ash, beveled; polished mahogany throat pieces. Handmade throughout. Perfect balance assured.—*Wanamaker.*

We seem to have a monopoly on low prices on such goods. We haven't noticed any this season that equaled the prices you'll find in this Sporting Goods Store. The goods are of a splendid quality. We make prices low through extensive purchases and taking goods off other people's hands in exchange for our cash.—*Jones Dry Goods Co., Kansas City, Mo.*

"Truscott" on a boat means about the same as "Sterling" stamped upon good silverware. It guarantees to the purchaser the best materials, workmanship and designing that enter into launch-making. On hand and ready for immediate delivery we have half a dozen splendid Truscott Launches, representing the line of Truscotts for which we are New York agents. These boats are built out of seasoned wood, copper

fastened, decks of golden oak. Each one is equipped with a two-cycle motor—Truscott-made—regarded as the most compact motor in the almost-noiseless class. These prices are f. o. b. New York. If desired, boats will be put in commission here.—*Macy's, New York.*

Been out on the links yet? Perhaps you looked over your stock of clubs and found some that needed replacing. Easy to choose from the splendid array here—and the best golf supplies cost the very least in this golf store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

White duck tents for campers.—How about that Summer vacation and the tent you will need if you go camping? Just a word by way of reminder—when you are getting ready for your vacation do not forget that our stock of tents and tent supplies is complete. There is nothing better for real enjoyment than a comfortable tent, picturesquely pitched in the right sort of a place. Prices below the picture.—*Brunner's, Sacramento, Cal.*

Tennis is more popular than ever this year. We can supply tennis enthusiasts with every essential except the court.—*Sibley, Lindsay & Curr Co., Rochester.*

Ping-pong, for 48c. and up. Have you ever played Ping-Pong? It is the one game that proves popular with all classes and all ages. It is the most fascinating of novel pastimes. It is simple, but never twice alike, easy to play but always interesting. If you once try it you will realize that a ping-pong set is necessary in your home. Everybody from grandmother down to baby will play. Costs but little and delights each member of the family.—*Harris, Emery Co., Des Moines, Ia.*

Croquet sets.—For an enjoyable outdoor game that is not too vigorous, croquet is still unequalled.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Golf and Tennis.—Whichever will claim your attention on the holiday, the right tools—that is, the best tools—are here in complete assortment and for prices that mean worth while saving.—*Abraham & Straus, Brooklyn, N. Y.*

"Luck is with the heaviest battalions," said a famous general. Luck is with the sportsman who is best equipped. The sportsman is best equipped who is equipped by us. Equipping sportsmen has been our exclusive business over twelve years.—*Kimball-Upon Co., Sacramento, Cal.*

Tennis is more markedly a favorite this year than for a long time, as the

early indications promised. Players are making heavy demands for large quantities of goods, especially the fine and serviceable sorts; but the stock is still in splendid condition. Besides all the requisites, the knowledge of our expert-in-charge is at the service of our customers—ask all the questions you like, and welcome. For golf players—every good club and ball that players are likely to ask for is here, and the largest quantity in Philadelphia.—*Wanamaker's, Philadelphia, Pa.*

The Strenuous Life.—Football, boxing gloves, punching bags, dumbbells, Indian clubs and everything to make a boy like our President.—*The Rookery, Jackson, Miss.*

A cold wave is due and you may expect the red ball up in twenty-four hours. In the Loeser basement sporting goods store you will find a most complete variety of the best ice skates made. There are styles for men, women and children. Prices are lowest; just a hint or two at the range.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Whether you're to be out of town one day—or three days—or more, your pleasure depends on the goodness—the thorough goodness—of your sporting equipment. And goodness doesn't necessarily imply expensiveness. If your supply comes from the Big Store it will be as good as it is possible for human skill to make it. And it will cost less than inferior goods elsewhere.—*Siegel Cooper & Co., Chicago, Ill.*

These are the days that make one think of fishing. There is much to be said in favor of the sport that appeals to all alike. The finny tribe can sometimes be coaxed from his haunts and sometimes he can't. But there is one thing certain, the right sort of tackle will help to catch the wily bass. Come in and let us show you our line—it is complete and we can supply every need that you may have from hooks to poles and everything that goes to make a fisherman happy.—*Smith, Watkins & Co., Lexington, Ky.*

You can't help looking with admiration at our fine line of sporting goods if you are within eyeshot of this emporium for sportsmen. The spell of the woods and the water will prompt you to step inside, where you can see and select to your heart's content everything that the fisherman or hunter needs.—*Rapp & Lloyd, Spokane, Wash.*

Get a camera this season. Get it early in the season and begin enjoying the

ATHLETIC & SPORTING GOODS

delights of picture taking as soon as you can. We have one of the most extensive stocks of Kodaks, cameras and photo supplies on the coast. Our experience enables us to aid in many ways the amateur photographer and to help insure skill and satisfaction in the art.—*Buber & Colson Drug Co., Fresno, Cal.*

"Ramona" portable cottages, stores, offices and bungalows. Ten styles to choose from. One-room "Automobile Cottage" to five-room "Bungalow" with porches. Pantry, closets and bath room. Fitted completely at mill before sold. Delivered in "Knockdown" bundles. Anyone can set them up in a few hours. No nailing or sawing necessary. Need only screw-driver, wrench and hammer. Price only about half the cost of building ordinary frame house. Take your house along with you to the beach, mountain, desert, mines, ranch or foothills. Move it back home in the fall onto your vacant lot and rent it. It's "as good as new" after a dozen moves.—*Home Building Mill and Improvement Co., Los Angeles, Cal.*

Table tennis and sporting goods. This is a sporting goods store through and through. Fully equipped to supply your wants, and do so most economically. You can fit up a gymnasium of your own in your own room, and there will be very little expense in doing so.—*Loeser's, Brooklyn, N. Y.*

The winners. So much depends on the equipment of a baseball team that too much stress cannot be laid upon the necessity of purchasing baseball supplies where the goods are of the highest quality. Fine fishing tackle, lawn tennis and golf supplies.—*The Andrus & Naedele Co., Hartford, Conn.*

We have a good line of new tennis rackets. The frames are made from selected materials by experts who thoroughly understand the use of them. The gut used in stringing is the very best that can be procured. Tennis balls, nets, posts and marking tapes. Catalogue on application. Rackets restrung in the best possible manner.—*A. S. Burbank, Plymouth, Mass.*

Football and football supplies. The call of the gridiron warriors to practice has been heard. Is your team ready? If not, the Loeser Sporting Goods Store is ready with the most complete line of footballs and other supplies. Everything of the best standard. Below we give hint of the Loeser fair prices.—*F. Loeser & Co., Brooklyn, N. Y.*

Of course you know we are Colorado headquarters for sporting goods—

ATHLETIC & SPORTING GOODS

guns, rifles, ammunition and shooting toggery. We outfit you with the just right outfit for whatever you are going after.—*The Geo. Tritch Hardware Co., Denver, Colo.*

We're busy selling hunting supplies because our stocks are complete in all lines and we sell high-quality goods. Prices also are a winning feature every time. If you're going out for one day or a month let us fit you out in proper equipment to ensure a successful trip. Note our prices.—*Ashdown's, Winnipeg.*

Never will the boys and girls want for better skating, and never will they want for a better store than Kaufman's in which to buy skates. There's fine ice on every pond and stream, and if you want to enjoy the skating be sure to have a good pair of skates. Right when skates are wanted most, we reduce our price a full 25 per cent., which makes the buying exceedingly advantageous.—*Kaufman's, Trenton, N. J.*

Baseball supplies. We have just opened up a large and complete stock of base ball goods and asked the inspection of all intending purchasers of baseball supplies. Our name has long been a guarantee of all that is first-class and up-to-date in the sporting goods line. We have a complete stock of baseballs, gloves, mitts, bats, uniforms, shoes and all other supplies necessary for teams or individuals. Mail inquiries of out-of-town customers are solicited and we are glad to send catalogues and prices. All mail-orders given careful attention.—*Anderson Hardware Company, Atlanta, Ga.*

Football supplies. The Loeser sporting-goods store is local headquarters for the best football supplies. Everything requisite to the great game is here and guaranteed to be the best. Prices moderate.—*F. Loeser & Co., Brooklyn, N. Y.*

A few hints for campers. Everybody will not go camping or touring in June, but everybody who contemplates an outing this summer is doing some planning, and so this list is for them particularly. It would be an easy matter to fill this page with hints, from all over the store, of the goods summer homes and campers will find convenient. But only a few suggestions are given in the hope that you'll come to the best supply source for everything you'll need. From the tent and its furnishings we'll supply everything you'll need to eat, use and wear.—*T. Eaton Co., Toronto, Can.*

CANDY

"What kind of candy shall I buy?"

"Well, if you get lots of it, I want the kind that goes fast; but if you only get a little, I want something that'll last."—*New York Journal.*

Candy that has been kept for a time becomes stale and soggy, and loses its flavor. The growing demand for Nunnally's candy does not permit of its becoming stale; and almost every day the dealers in this candy are supplied by express with a complete assortment.—*Nunnally, Atlanta, Ga.*

The purity and perfection of our candies are known all over the country. Ask the lovers of pure candy what they think of Everhart's and they will say that it cannot be surpassed by any, and besides it ranks high with the pure food law, which is worrying the life out of the manufacturer who misrepresents his goods.—*Everhart's, Fargo, N. D.*

The candy and cake departments have developed into great proportions under the careful management of Miss Moore, whose judgment on cake and candy merit cannot be excelled. The assortment is large in both lines and the goods are always fresh. Probably in no other department in our store does the great difference between our prices and those of other stores stand out so plainly as here.—*Lehman, Trenton, N. J.*

At Gordon-Mitchell's you can get Lowney's and McConkey's candies—all choice goods—deliciously fresh. If you are particular, we can suit your taste. We keep the kind to satisfy those who know what good candies are—the tempting chocolates and bonbons in our confectionery cases are even more delicious than they look. You will find our stores convenient places to drop in on your way home and buy a box of candy. Price per package from 10c to \$5.00.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

As a delicious confection that is absolutely pure and clean, Nunnally's candy stands pre-eminent. No injurious adulterations cheapen its excellent quality, but every ingredient is of the highest grade, and selected with the greatest care. Rich in the nutritive qualities of pure sugar, rich cream and fresh fruit flavors, it is a wholesome food as well as a pure, high-grade candy.—*Nunnally, Columbia, S. C.*

Apollo Chocolates are the choicest confections to be found in town. For the person who appreciates the best they afford great satisfaction. For gifts to wife, sister or sweetheart they are the most delicious "sweets for the sweets" to be found. They come in artistic boxes, in pounds and half pounds, and are kept fresh at *The Modern Pharmacy, Birmingham, N. Y.*

Wherever enjoyment is at its height; wherever there is refinement and good taste, time and occasion call for Nunnally's candy. Unmatched in purity and incomparable in flavor, it is a most tempting and delectable confection that is equally appropriate for feast and fire-side. Delicious is a strong word, but it is poor praise when applied to so toothsome a delicacy.—*Nunnally's, Mobile.*

Our candy appeals to all who desire the best at reasonable prices. Our large sales insure the stock being kept fresh and the variety will be found always equal to the quality. Shrafft's and Quality Chocolates. Ice cream always on hand to fill large or small orders.—*W. F. Currier, Plymouth, Mass.*

Butter Scotch Wafers, our special this week. Our Butter Scotch Wafers are made from the purest of sugar and fresh sweet butter. This delicious and nutritious confection combines all the best features of taffy. Fresh and tempting. Take a look at our windows and you will want some. Regular price 40c. Special 30c.—*Watson's, Winnipeg, Can.*

Pineapple Glace—extra special. This is a very delightful bit of candy that we are making—Pineapple Fingers Glace. The pineapple is cut from the finest examples of the fruit, and when it goes into the candy there is no fiber—just flavor—and the most delicate, lovely flavor of the fruit. It is the bit of candy that gives the feast its finishing touch—the gushdanal, as the Armenians say, and for which we have no word. These goods sell regularly for 40c or 50c a pound. We quote 27c, 4 pounds for \$1.—*W. W. Walker Co., Hartford, Conn.*

CANDY

Pure, delicious, fresh-made candy. Made from the best sugar and other best materials, in our own manufacturing plant. To-day we are offering as a special, horehound drops of our own make, 19c pound. They are not a medicine, and yet they are beneficial for irritated throats, colds, etc. We use the genuine horehound and boneset herb and cane sugar in making them. For to-day only 19c pound.—*W. W. Walker Co., Hartford, Conn.*

The most delicious, the purest and best chocolates, creams, sugared fruits, etc., specially prepared for the festive season, are here. If you desire to give them as gifts, we've some handsome boxes, baskets and novelties to put them in. And we'll deliver promptly to all parts of the city. If you're going to entertain, let us supply the dainty cakes, pastry, ice cream, etc. They will be of the very best.—*Milton's, Winnipeg.*

A nice fresh lot of Saturday candy arrives every week and we have to increase our orders, too, because increasing sales are always the vogue with this popular confectionery.—*C. H. & H. A. Lawton Co., New Bedford, Mass.*

Rubidoux chocolates. When you're tired of ordinary chocolates and confections try a box of Bishop's delicious Rubidoux chocolates—they're pure, delightfully flavored with fruit juices and perfectly wholesome.—*Off & Vaughn Drug Co., Los Angeles, Cal.*

Huyler's candy always finds a welcome reception wherever presented. It is the acme of the candymaker's art, where only the purest and most delicious ingredients are used. Quality beyond comparison. All the popular and well known varieties, as well as many special ones, done up in dainty and handsome packages, especially for gift giving.—*Britton Drug Store, Trenton, N. J.*

The candy factory is booming with advance orders. We shall have as complete a line of beautiful candies for Christmas as can be found in New England. We shall be pleased to make estimates on the candy supply for any entertainments given by Sunday schools or other organizations. We guarantee splendid candies and perfect satisfaction. Our candy counters at both stores are loaded with specimens of the goods we make, and we aim to have every variety as nearly perfect as possible.—*Newton, Robertson & Co., Hartford, Conn.*

Nicest way in the world to buy English walnut meats. New whole meats, 35c lb., 3 lbs. for \$1.00. We have just received the nicest lot of English walnut

meats we ever saw. We looked a long time to see if we couldn't find a broken half, and we gave it up. If you like perfection in the things you buy, get some of these meats while they are fresh cracked. They will go like fun. They always do. For there are a lot of ladies who tell us, just what we said at the top of this ad, that "it's the nicest way in the world to buy walnut meats." We think so, too.—*W. W. Walker Co., Hartford, Conn.*

Christmas candies in every conceivable form for presents and general use. Get Putnam's and you will get those of the most delightful flavor. For decorating the Christmas tree we have the largest assortment of most beautiful designs, colors, etc. Our confections are all absolutely pure and healthful, and can be eaten by children with impunity.—*Putnam & Company, Lexington, Ky.*

Xmas presents of Huyler's candy. We will receive our holiday shipment of this delicious candy about Dec. 20th. It will consist of all the well known varieties and all the latest holiday assortments and novelties, done up in handsome packages for gift giving. We would suggest that intending purchasers of this well-known candy place their orders with us as early as possible—we will promptly deliver orders whenever desired. Orders, to receive the most careful execution, should be placed as far in advance as possible.—*Britton Drug Store, Trenton.*

Your Xmas candy should, above all, be pure. We spare no labor or expense to make our goods perfect in this respect. Delicious dainties made from the choicest of creams, nuts, fruits, etc. Beautiful baskets and boxes of perfect chocolates and a large line of holiday novelties. The candy shop for those who know.—*Sandall's, Newark, N. J.*

Delicious candy in fancy Xmas boxes. This big candy store will be Santa Claus' headquarters again this year. We have made special preparations to serve the finest candies made—put up in beautiful boxes especially for gifts, at our regular low prices. You buy the best for less here.—*Winthrop Candy Kitchen, New Haven, Conn.*

Acker new "dollar" box. This is an ideal gift package. It contains one and a half pounds of the choicest selections of exquisite chocolates and bon bons, and is most tastefully packed and embellished. You can select this gift for your most fastidious friend with the absolute assurance that the receiver of it will be delighted.—*Finley Acker Co., Philadelphia, Pa.*

CANDY

Christmas candy favors. The candy store favors are direct from the work-rooms of Mr. and Mrs. Santa Claus. They're just the cutest things that those two good souls ever turned out. They range all the way from a snowball that looks for all the world like a real one to a basket that bears the stamp of a Parisian artist who goes in for dainty touches and daring conceits that none but the French would risk, and that have appealed to Santa Claus as the very thing for an Xmas gift. As for prices, they are lower than can be found in any other of Santa's agencies in Brooklyn, ranging as they do from 5 cents a dozen for cornucopias—the sweetest little things—to \$11.49 for the fluffy, flower-trimmed lingerie and silk basket from gay Paris, that is fitted with a place for the choicest bonbons made in our laboratories. For the Christmas dinner or the holiday party; for the Sunday school gift night or the children's tree party; for the sweetheart of to-day or the one who has become the dearer wife; for the formal remembrance to the one who is little more than an acquaintance, or for the token of love to the friend, tried and true, there are endless suggestions and dainty gifts in the candy store, ranging in price, as has been said, from a few cents to \$12.00, each individual in style and in exquisite taste.—*Abraham & Straus, Brooklyn, N. Y.*

Christmas candies. The purest in the city and received fresh every day. Peanut brittle, fine mixtures, clear toys, 10c lb. Thirty-nine cent chocolates 20c. Over 20 different kinds. As fine as any 39c. chocolates you ever tasted. Forty-nine cent chocolates 29c. Delightful confections that cannot be surpassed. Christmas boxes of fine chocolates holding from one to five pounds, special prices.—*The Bonton, Lebanon, Pa.*

Huyler's candy Christmas presents. Huyler's creations this season are all that the most expensive taste or fancy could desire, and yet there are scores of the most unique, artistic and attractive designs, at every reasonable price. They range from one dollar and less, up to boxes that are bargains at \$10. We are showing a display of boxes in wonderful variety, also packages in the shape of giant fire-crackers, mammoth pencils, packs of fire-crackers, English walnuts, jars, and many other original creations. They are such as will please everyone from the tots to "my lady."—*Elkin-Watson Drug Co., Atlanta, Ga.*

Jevne's handmade chocolates. Do you know how supremely good Jevne's handmade chocolates are? If not, then order

a generously large package to-day for to-morrow's enjoyment. Every pound of our candy is made in our own scrupulously clean kitchen, by expert candy makers. And only the purest, finest materials go into them. So purity and wholesomeness are guaranteed—our long list of candy patrons vouch for their deliciousness. Combination chocolates. We want to call particular attention to these surpassingly tempting chocolates, a cream fruit filler with a heavy coating of delicious chocolate. They're generously proportioned—ask for them. Why not try the bitter sweet chocolates?—*H. Jevne Co., Los Angeles, Cal.*

The thought of the good things that are to come is almost equal to realization. It is not so with Nunnally's candy. Anticipate what you will as to sweetness, flavor, purity and daintiness, and you will not be disappointed. A first taste will convince you that it is a delicious confection of exceptional excellence; while the variety is greater, and of a quality superior to any other high-grade candy.—*Nunnally, Montgomery, Ala.*

You will now find on sale at the candy department fresh stocks of these delicious confections. These are the original Swiss milk-chocolates and will be found superior in every way. They are most nutritious and are recommended for children's and invalids' use.—*The M. W. Tanner Co., Saginaw, Mich.*

By the strictest attention to the wants of our patrons we have established a reputation for fine confections. We are daily producing new candies and our customers have learned that there is no store in the city where they can really find the dainties that we have. The coming week has many novelties in store for you and we hardly need to urge anyone to come to our candy department.—*Newton, Robertson & Co., Hartford.*

California crystalized fruits. Now is the time to pick out the box of crystalized fruit you send to your friends in the East. We have an unusually fine assortment this year—just the thing if you wish to send a California souvenir. Put up in beautiful boxes and baskets artistically packed. We will attend to wrapping and mailing. You just leave us the address.—*Wells Candy Co., Los Angeles, Cal.*

Saturday special, London brand chocolates. This is the finest quality 40c candy. Assorted kinds and flavors—smooth, rich and delicious. Every pound neatly packed in a handsome embossed box. Just try a pound to-day and be convinced.—*Clarke Bros., Scranton, Pa.*

CANDY

Chocolates. Those of soft, sweet, pure, creamy interior and of the black, bitter rich coating exterior. Just to think of them—any time—makes your mouth water.—*Everhart's, Fargo, N. D.*

Guth chocolates and bon bons, 40c, 60c and \$1.00 pound. Better sweets could not be made. Saturday night's express brought us our first of Guth's dollar chocolates and bon bons. The 40c and 60c chocolates have won a host of friends in Saginaw during the past year, and we believe the \$1.00 grade will be cordially welcomed, for we are certain that no such candies have ever been sold in Saginaw before. The Guth chocolates and bon bons have a reputation for unexcelled flavor, purity and deliciousness in six cities where Guth branches are established and in hundreds of other cities and towns where agencies are situated. In their manufacture every question of expense is disregarded in adhering to the high ideals which have been maintained in the development of the richest, most healthful and choicest sweets made in America. The result is that Guth chocolates, bon bons and fancy candies have a deliciousness that tempts even the jaded and gives to the word "sweet" a new meaning.—*M. W. Tanner Co., Saginaw, Mich.*

Give me Everhart's. Somehow it seems natural to ask for Everhart's delicious candy. It is made right here in Fargo every day and is always fresh. Everhart's will stand government inspection—or any other kind—it's pure. Eat all you want.—*Everhart Candy Co., Fargo.*

Delightful deliciousness. These two words exactly describe the confectionery at our stores. We have a large assortment of McConkey's, Huyler's and Lowney's confectionery, than which there are no more delicious confections made. They are always fresh, firm and luscious—so temptingly delightful that it is easy to understand why so many people come to our stores regularly for candy.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Seiter's chocolates have a flavor and richness which make them distinctive from all the others. Candy bought at Seiter's is a guarantee against everything adulterant or injurious. If you have never eaten any of our chocolates and bonbons, you have missed one of the good things in life.—*Seiter's, Pueblo.*

Careful packing preserves candy. On opening a box of Nunnally's candy one will realize immediately that it was packed with unusual care. The top layer is found in a tray with every piece in a separate paper case. Beneath the

tray the box is packed in layers. Each piece of candy has a definite position and is separated from every other piece by wax paper, partitions or paper cases. The result of the above care in packing enables Nunnally's candy to reach the consumer without a scratched or broken piece in the box, and in perfect condition.—*Nunnally, Atlanta, Ga.*

Candies. "Einstein's Golden Pheasant Chocolate Creams, the freshest, purest, most delicious, most moderately priced that you'll find anywhere. If you have never eaten our candies, there is a pleasant surprise ahead of you. All the old flavors from which to choose, together with these new ones: Pistachio, pineapple, queenie, fruit, spice, chocolate and Chartreuse.—*Louis Einstein & Co., Fresno, Cal.*

Lyon's candies. Candies, like books, should be chosen with discretion. Both are capable of infinite harm. The selection of Lyon's candies is a perfect choice and a safeguard against candy evils.—*Lucas Bros., Mansfield, Ohio.*

Candy by the yard. We are selling a fine chewing candy at 5c a yard. It is an interesting sight, even if you do not buy, to see the man as he cuts off yard by yard of the richly-made sweet. A demonstration of Milk Rice is being held at our store this week.—*Woodruff Grocery Co., Waterbury, Conn.*

Pure candy. The sweetest girls are usually fond of sweet things themselves. The surest passport to their good opinion is a present of delicious candy. We have all kinds made almost daily, consequently ever fresh and pure and toothsome. You can ever rely upon its high quality, and perfect purity. Once get the habit of buying our candies and chocolates and you will never be satisfied with any other kind.—*John Svolos & Co., Schenectady, N. Y.*

Marechal Neil chocolates and bonbons, the daintiest, most delicious, sweetest and purest, most appetizing and satisfying and healthful candies you ever tasted in your life—fresh from the spot cash model candy kitchen. The spot cash label on candy signifies the best in candy. Candy made of the purest material—candy made in a candy kitchen spotlessly clean, where daintiness and cleanliness are continually practiced.—*The Spot Cash, Joliet, Ill.*

Fudge and caramels make a delicious combination for the sweet tooth. These are fresh to-day and just as pure as they are fresh.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

CANDY

Delicious confectionery. Our confections are the acme of the candy-maker's art. Pure and delicious, they are always fresh, for so popular a candy never remains long in the show-case. Rich and creamy, in all flavors. Carefully packed in dainty boxes, it is always a welcome gift.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

Sweet things that make life seem like "one grand, sweet song" are love's vows, babies' kisses and plenty of our choice delicious confections to help the good work along. A little sweetener like our Long Branch chocolates or Jersey creams lubricates the wheels of love and life considerably, at a trifling expense. Try some.—*Walter T. Hall & Co., Ottumwa, Ia.*

Our candy department is as much a part of our business as any other department in our store. It isn't looked after in a slipshod, haphazard fashion. It's done well, skillfully—a little better than anyone else does it. Everything used is the very freshest, the very finest, and the candies are concocted by a confectioner who knows his business thoroughly. Freshness—that's strong point about our candies. It's fresh, every piece of it you buy.—*H. Jevne, Los Angeles.*

In humid weather glass jars filled with stick candy are hard to beat, 15c.—*Wanamaker's, Philadelphia, Pa.*

39c. Chocolate chips 24c, and nobody sells this favorite candy for as little as 39c, even except this famous candy store. It is a thin and crisp molasses chip, finely flavored with lemon and covered with a smooth and pure chocolate—one of the candies that you never tire of.—*Abraham & Straus, Brooklyn.*

Walnut fudge, 20c pound. Fudge—somehow it suggests girls' boarding-schools, and delicious sweetmeats constructed "on the quiet." These walnut fudges are as good as any you ever made on a chafing dish in a closet—delicious sugar candy with carefully picked walnuts scattered through.—*Wanamaker's, New York.*

When you present a box of candy to a lady friend there is great satisfaction in knowing it is the best—and you couldn't please a lady more than to offer her a box of bonbons with Wiley's name on it, for she knows it is a guarantee of purity and excellence and a gift she will thoroughly appreciate.—*Wiley's, Atlanta.*

Fine fresh candy.—You can't help liking every kind of candy we make—it is all so fresh and so pure and so good. From the plain sugar candy to the fine French kinds, every piece is just as

good as we know how to make it. We are in the candy business to do it so well that everybody will want to eat Jevne's candies. Take a box home for the children—we'll pack a box with whatever you wish.—*H. Jevne, Los Angeles.*

The candy we sell is particularly clean, made by clean people, in clean sunny places; particularly well cooked; we have old, well-taught skilled work-people; particularly fresh—a number of kinds are made fresh three times each day—a steady stream being delivered all hours of the day; particularly pure—no adulterations; particularly moderate in price—owing to large quantities made at one time and our extremely large sales, quality considered, it costs one-fifth less than elsewhere.—*Wanamaker's, Philadelphia, Pa.*

W.J.B. chocolates. The purest and freshest chocolate is none too good to use in making Boyd's chocolates. And we use it—that's why they are so good.—*The W. J. Boyd Candy Co., Winnipeg.*

"Perfect condition" candy grows in appreciation. As the weather gets hotter "perfect condition" candy is more and more appreciated. By "perfect condition" we mean candy that is neither softened nor hardened by the heat, candy that is fresh and firm and just right in every way for full eating enjoyment. You can get just such candy at our stores, made by such well-known makers as Huyler, Lowney, McConkey.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Candy, and nothing but candy. You take no chances. You never get disappointed—there is no better candy made in the whole world than is made right here in Tacoma by Tacoma boys and girls.—*Pop Smith Candy Co., Tacoma.*

Reeves' famous bon bons and chocolates have long since established their right to be called the finest. These delicious confections are made fresh every day of the very choicest materials. They are general favorites throughout Washington. Seventy varieties—all at the popular price, 47 cents per pound.—*Reeves', Washington, D. C.*

Coveted sweets to-day. We wish to call your attention to two popular makes of candies received by us, by express daily. Repetti's (the famous "Royal" Italian candy) and Wiley's. Receiving these goods fresh every day warrants your approval and purchase when a box of sweets for her is wanted. Assorted chocolates and chocolates and bon bons; also many specialty boxes and packages of each make. Phone or call—a trial convinces.—*Luhn's Pharmacy, Houston.*

CANDY

Made fresh every day. Pure, delicious chocolates and bon bons. Everything considered, it's but natural that Reeves' chocolates and bon bons have attained the reputation of being best among confections. Pure and delicious at all times. Seventy varieties made fresh every day of the finest materials.—*Reeves', Washington, D. C.*

Baby creams. For to-day (Saturday) we have a supply of our celebrated baby creams. You'll be surprised at the value you can get at 25 cents a pound. Assorted taffies and water ice for to-morrow (Sunday) in early. We deliver promptly.—*Trust's, Sacramento, Cal.*

There's a cherry in it like some other cocktails, but Fenway cocktails, the most delicious confection known, intoxicates only with delight. And why should they? They combine the choicest Maraschino cherries, purest, most delicious cream, richest, finest chocolate obtainable and the most expert workmanship. Exquisite is the word. Take home a box, 25 cents.—*Mitchell's Drug Store, Springfield, Ill.*

For a long time we refused to sell candy, on the ground that it was bad for people to eat so many sweets. Then we thought better—decided that if people must have candy they should have the purest that could be made.

Candy made in clean, well-lighted places.

Candy made of the best materials.

Candy sold for only a reasonable profit over the cost of making.

The Schipper & Block Confectionery Store is ready!—*Schipper & Block, Peoria, Ill.*

To have candies that ought to be rich, pure; and the plainer candies pure and good is the most important part of the candyman's work. But he has succeeded so well that our 30c candy looks like average 38c and 39c candy, and our 40c is as good as any you ever saw for 60c. This is the unbiased opinion of everybody who has seen them together and compared them.—*Partridge & Richardson, Philadelphia, Pa.*

The bottom layer of a box of Huyler's candies brings forth as many delicious morsels and surprises as the top layer. The goodness, freshness, and purity is the same all through.—*Huyler's, Brooklyn, N. Y.*

If you live within trading distance of Hartford you can have pure candies fresh from our Model Candy Kitchen. We say model candy kitchen because the materials, the work, and the place where the work is done are ideal in every respect. We produce only the

choicest goods in every line, and when you get such goods fresh from the factory you have a genuine treat.—*Newton, Robertson & Co., Hartford, Conn.*

A brand-new combination of delights that we're sure you'll like. Selected Pecan nuts, candied cherries—a layer of each hidden away in cubes of fresh cream candy that melts in your mouth.—*Wanamaker, New York, N. Y.*

Pure candy is good for the children and good for you. We want you to come in to-day and get acquainted with our "Sensation Licks." It is the name we have chosen for the popular kind of candy that is sold on a stick. Repeated demands for this piece from people who wanted to be sure of its purity has led us to put "Sensation Licks" on the market. True to our motto, "Not how cheap, but how good."—*Newton, Robertson & Co., Hartford, Conn.*

A summer candy. Because they are light and delicious, without being too rich, the Newport creams are favorite confections in the warm days. They are a dry, flaky cream that melts away in your mouth, flavored with orange, lemon, cinnamon, strawberry, pistachio, vanilla and chocolate; remains fresh for an indefinite time.—*Abraham & Straus, Brooklyn, N. Y.*

Try these candies. Fresh to-day and as tempting to the pocket as they are to the palate.—*Wanamaker, New York.*

Two new candies. New with us, although both of them are famous in the countries where they are made. Nougat provençal comes from Marseilles, and is the very finest of French nougat. We have it now to sell for the same price it costs in Paris. Small's maple chocolate creams are made in Canada and are much appreciated by those who want an absolutely pure maple candy. We have them now in airtight packages so that they will keep perfectly.—*Frederick Looser & Co., Brooklyn, N. Y.*

Here's a chance to send a box of fine, pure, toothsome and wholesome candy to your friend in the mountains or at the seashore, with the assurance that it will be appreciated, and at the same time pay much less than such excellent sweets would cost elsewhere.—*Abraham & Straus, Brooklyn, N. Y.*

Wanamaker Assorted Chocolates at 20c a pound are famous. In the first place, these chocolates are well made, and in the most delicious assortment. In the second place, they are made of absolutely pure ingredients which we can recommend.—*Wanamaker, New York.*

CANDY

Old fashioned stick candy.—This is the kind your mother ate and you ate when you were a boy, and they sell it at some of the old village stores now, the lemon, lime, horehound, clove, anise, sassafras, peppermint and wintergreen sticks that looked down upon you from glass bottles on the store shelf. There's just this difference, these are more delicately made and add to wholesomeness attractiveness, pretty enough for after dinner tidbits, 9c a jar.—*Abraham & Straus, Brooklyn, N. Y.*

The candy store has the most fascinating bank that ever tempted boy or girl to save pennies. You drop a penny in the slot of a real chocolate machine, and get a cake of chocolate of the regular size, and yet save your penny at the same time. This is the first device ever known in which you get your cake and keep your penny, too. The chocolate machine, with key and ten cakes of chocolate, 50c complete. You can buy new supplies of chocolate with the pennies that you take out of the bank when the chocolate is gone. Thus the chocolate supply is self-supporting.—*Wanamaker, New York, N. Y.*

Best candy at Jevne's, and nothing remarkable about that—the best of everything to eat is at Jevne's. When we make anything to sell, we determine to make it a little better than anyone else does. That's the way it's been in our confectionery department—we've made it so good that people simply can't help buying Jevne's candy. They are the fine French candies and the plain sugar candies, and every kind you buy is perfectly pure and fresh and good.—*H. Jevne, Los Angeles, Cal.*

Treat your friends to a delicious box of home-made candies. Make them acquainted with our place and our delicacies.—*Alfer, York, Pa.*

Tell your friends how much you enjoy the candy we make. Our candies are worth buying because they are fresh, home-made and positively pure. Spread the news about their superiority. Our ice cream is also famous for its excellence. Let's hear from you.—*Harris, Columbus, O.*

We are going to beat the weather this season. We are going to make our delightful hard candies, that you love so much, and place them in sealed glass jars, so you can have them all summer long. You know they cannot be handled any other way. But this way they will prove a fine success. They will keep. You can take them to the seashore with you, and they will be just as nice as

they are in winter, even if you have foggy days. And all the favorite varieties will be included—buttercups, fruit cuts, chocolate chips, cinnamon chips, peach blossoms, opera twists, straws, satinettes, and all perfectly fresh and tempting.—*W. W. Walker Co., Hartford.*

If given judiciously, Huyler's candy removes all irritation caused from an untimely visit, clears the field of all dangerous rivals and opens the way to a "Personal" talk, from which the best results can be hoped for. "Huyler's" can be either given or sent, the results are the same in both cases!—*Heiz Bros., Waco, Texas.*

A few of the many nice candy kitchen specials. You can spend a few minutes very interestingly in looking over the dainty confections which are constantly coming fresh from our busy candy kitchen.—*Newton, Robertson & Co., Hartford, Conn.*

The Easter bunny makes his bow. You might think Easter came to-morrow, to judge by the way our candy store is thronged with rabbits and chickens and eggs, and everything else that can by hook or crook be held to possess Easter significance. We've fairly outdone ourselves in this year's collection—and we have made it ready thus early to enable you to make up your minds about what you really like best and to buy it before everybody is hunting after Easter things. Come and see the brave showing—you'll be delighted and amused.—*The Wanamaker Store, New York.*

Prices lower in the confectionery section. The price of confectionery has dropped considerably for Saturday's selling, as the following prices plainly show. This is an opportune time to treat the little ones, and give them pure, good candies with only a very little strain on the purse strings.—*Hudson Bay Store, Vancouver, B. C.*

Good candies.—Here are some that are just a bit more delicious than any you ever ate—unless you've already tried these. And they're perfectly fresh. Take home a box of one of them to-day.—*The Sanderson Pharmacy, Scranton, Pa.*

Jack Straws.—What in the world are they? Well, I'll tell you! They are a piece of candy about five inches long, about the size of a lead pencil, composed of a thin covering of deliciously flavored crisp candy, filled with delicious sweet vanilla chocolate. A very dainty confection. They come in vanilla, rose, violet, lemon or pistache flavors.—*Bierma's, Buffalo, N. Y.*

CANDY

We have everything in the way of fine candy for Christmas. We make our own goods and they are pure and fresh. A specialty made of fine mixed candy for the holidays. Package goods in fancy boxes, including Lowney's, at the lowest prices.—*Mellons & Co., Binghamton.*

Ever tried us on buying candies? If not, start to-day. You'll gain in quality without increasing the cost. Our policy when handling candies has always been to give our customers the best and purest goods that's possible for the money. We're satisfied with reasonable profits. Buy direct from the best makers in the country, which saves you all intermediate profits. As to assortment, we have increased our assortment and can safely say that there isn't one nearly its equal.—*Hills & Co., Hartford, Conn.*

We don't wish to be presumptuous, but you really don't know the delightful sensation of a kiss till you taste those Dixie Kisses.—*Veeder & Yelverton, Schenectady, N. Y.*

We make but one thing and we make that well—candy. You won't find anywhere a more tempting variety of novelties in the line of toothsome "goodies" than we can show you. You won't be quoted better prices—that's certain.—*The Ophilakos, Galveston, Tex.*

Candies! Candies! You should just see them! They're the first thing to greet you as you enter the store, and they're so tempting it's hard to pass them by. Always fresh. The reason it's so fresh we receive it direct from the candy kitchens. The reason it's so good is because of its pureness and made by the finest confectioners. All kinds; all prices.—*The Butterfly, Muncie, Ind.*

The lips you love are the lips that love sweet carnation chocolates. A fairy confection of creamy sweetness that melts within the tender caresses of the palate. Get a box. They're fine.—*Salt Lake Candy Co., Salt Lake City, Utah.*

The sweetest candy on earth.—Our candy, made by ourselves of pure sugar and the best of everything in materials is the best that can be produced.—*Newton, Robertson & Co., Hartford, Conn.*

Are you a judge? If you are a judge of a good, pure, fine tasting candy call here; we have lovely confections to please the most fastidious palate. Made every day and always fresh.—*The Fleur de Lis, Salem, Ore.*

Choice chocolates. The kind that carries joy to the "Summer Girl's" heart. Made of the purest materials and made with the intent of producing the best

confection possible. Rich—not sickish—delicately flavored and satisfying. Chocolates that haven't any equal for quality and toothsome anywhere at considerably higher prices than we ask. Take a box to the theater or on that outing trip.—*Geo. E. Sawyer, Portland, Me.*

Special candy to-day. "Special," because it comes post haste from the kitchen to the counter. It's here to-day with the bloom on it.—*Wanamaker's, Philadelphia, Pa.*

Good, pure candy is the most acceptable gift you can present to your lady friends. They will appreciate the kind we sell.—*U. N. Spake, Galesburg, Ill., Feb. 1, 1902.*

An order placed with us will convince you that we make the finest kind of frozen desserts.—*Hauff Ice Cream Co., New Haven, Conn.*

A maiden—rich—but seeming cold, A young man—poor—but a crafty soul, A "course" of Huyler's—tactfully sent; He now collects her papa's rents.

In matters social, friendship, reciprocity or remembrance, there is nothing that equals that thoughtful gift, Huyler's candy.—*Herz Bros., Waco, Texas.*

Choice confections.—What is more blissful these days than a big hammock, a good book and a box of Jevne's good candies. If going away for over Sunday, take a box of Jevne's candies with you to nibble on. There aren't any better confections made—we don't know where you can get any so good. We'll pack them in any size box you wish. A box of these candies daintily packed makes a very acceptable gift.—*H. Jevne, Los Angeles, Cal.*

Saturday sweetmeats. A toothsome trio for to-morrow's enjoying.—*The Wanamaker Store, New York.*

Bon Ton chocolate chips, the most delicious of molasses chips, smothered in rich chocolate coats. See them in our window this week; buy a pound or two and enjoy their extra fine flavor.—*Fox & Adams, Bangor, Me.*

Anticipation. The thought of the good things that are to come—is almost equal to realization. As regards our candies, anticipate what you will as to sweetness and flavor and you will not be disappointed. Franklin's confectionery pleases ten times out of ten, and it's our pleasure to please you, no matter how small your purchase. An oyster sandwich with a cup of our delicious chocolate or perfection coffee makes a delightful lunch when down town shopping.—*Franklin's, Salt Lake City, Utah.*

CANDY

They fit the lips like kisses—and taste so sweet. That's why Wardell's confections are so popular. Pure confections, these; flavor delicious.—*Wardell's Store, Ingram, Pa., Feb. 1, 1902.*

Chocolates are at their best, you know, a few days after they are made. Then we say they are "dead ripe." To-day we shall have on sale a large quantity of chocolates of our own make, and they are at their best or "dead ripe," as the expert says. There will be delightful creams, flavored with vanilla, peppermint, coffee and maple. And of course there will be our splendid chocolate dips. 40 cents a pound is the price of these chocolates, but you compare them with those you pay 80 cents a pound for, and see if we are not doing wonderful things in the making of chocolates. We leave it to you.—*W. W. Walker Co., Hartford, Conn.*

New York is the greatest candy mart in the world. There is more candy made and eaten in this city than anywhere else on this planet. And the very best candy is made right here in New York. We mean that our candy store shall become a factor in the distribution of high class sweets at moderate prices, in proof of which we offer for Saturday.—*Wanamaker's, New York.*

Delicious chocolate chips.—A confection that pleases all tastes. Three hundred pounds bought especially for the Fair trade. Take a box home with you. It fills the requirements of the higher priced candies, is as pure and as good, but does not cost as much.—*A. Harris & Co., Dallas, Texas.*

Almond and pecan croquettes.—A novelty in the candy store, and one of the daintiest candies that ever bid fair to become the rage. Jordan Almonds and Texas pecans are encased in a rich shell of shredded dates and figs and combined with cream.—*Abraham & Straus, Brooklyn, N. Y.*

This week we offer Croft and Allen's fine cream mint candy at a special price, 10c a pound. This is the soft creamy kind and could not be better if we charged double the price. Fine cream chocolates in assorted shapes and flavors, and a fresh lot to arrive this morning as nice as you please. All you want from a quarter pound up at 13c a lb.—*Geo. M. Dunlap, Philadelphia, Pa.*

Concerning confections. There is such a vast difference in candy—such a variety in quality and price that it is hard to tell when you are getting good candy until after you have paid for it. That's why we are so careful to have every

pound of our candy as good and fresh and delicious as candy can possibly be made. At our candy counter you will find many new and toothsome dainties.—*Andrew R. Cunningham, Detroit.*

Choice chocolate chips.—A real new confection, made of crisp molasses taffy dipped in sweet, wholesome chocolate. Doesn't that sound good? They taste good, too. They are called "Rare Bits," and will make a rare treat to take home. See how enticing they look in the window.—*Kingston, Denison, Texas.*

From a lover.—A lover's pure, wholesome candy, sent regularly to the adored one. All women love candy; it's symbolic of their nature—sweetness itself. But don't risk your happiness by getting it at any place but here. There may be other candy just as good as ours; but then you can't be sure of it, and here you may.—*Westfield Candy Market, Westfield, Mass.*

A well-invested quarter. Twenty-five cents buys a pound to-day of either of these most delicious candies: Silver strings. Miniature pillows, filled with cocoanut and covered with shiny, sticky sugar candy. Chocolate-covered caramels. Old favorites, but fresh and tempting.—*The Wanamaker Store, New York.*

Another week of special candy selling! This time we offer fresh-made, rich, creamy chocolates—assorted flavors—at the bargain price of 20 cents a pound. The only regret you'll have about these chocolates is that you didn't buy two pounds instead of one! But why not buy two pounds to begin with?—*Fox & Adams, Bangor, Me.*

Ever take home a box of candy on a hot day, and find a conglomerate mass inside, when you opened it? That's exactly what won't happen to these hot-weather candies. They are insulated—armor-clad—against heat and dampness. And they're delicious, too, to nibble on a summer day.—*Wanamaker's, New York.*

Take a box with you. A box of Jevne's candies. If you're going away to spend Sunday, no matter where you go, you can't buy any such candy as Jevne sells. So provide yourself with a big box of Jevne's before you start. Nothing would tickle the children so much as to have you take them some of this candy Saturday night. The reason there is such a difference between Jevne's candy and other candy is because there's a difference in the making. Our confectioner knows how to make the best candy—and that's the secret of it all.—*H. Jevne, Los Angeles, Cal.*

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Comfortable confectionery.—Just as much difference between the seasonable and unseasonable candy, as there is between winter overcoats and duck trousers. Here are candies of the summer sort—ninety degree weather won't make them soft and sticky—for most of them come in waxed paper, tin boxes or glass bottles. And all are delicious to eat.—*Wanamaker's, New York.*

Are you a judge of chocolate coatings? If so, we invite you to make a comparison between ours and our competitors'. Not only is ours superior in flavor and smoothness, but it is the highest price coatings used in the Northwest. A comparison is all we ask to convince you.—*The Palm, Spokane, Wash.*

The candy department is one of the growing departments of our store. And the reason it grows so fast is because the candies are so good, so fresh, so pure. We only know how to make candies one way at our store—the best. We never get careless and let impurities or stale ingredients slip in. Just the very best candies that are made—that's the business of this candy store. That we succeed in doing it this way every piece of candy will testify.—*H. Jevne, Los Angeles, Cal.*

A box of Acker's 39c bonbons and chocolates. Put it in your trunk. We would suggest two boxes. Your friends will be delighted to receive one of them. Pack them on the top. They will be wanted early and often. When the supply runs out you can renew it by a postal order. We deliver free in many places—you may be near one of them. You will be sure of getting your candies always fresh and pure at Acker's. We pride ourselves upon that. As to quality and excellence of assortment, we challenge comparison with the finest 80c confections ever made.—*Pinley, Acker & Co., Philadelphia.*

Toasted Marshmallows.—That sounds like a piquant dainty, and it is, sure enough. Pure vanilla marshmallows are rolled in toasted shredded cocoanut, and you'll never guess how delicious they are until you bite into them.—*Wanamaker's, New York.*

Wiley's pure and delicious candies are not the cheapest that are to be found. If cheapness is the only consideration, there are better places to buy; but if you want good candy, pure candy, such as you need not fear eating yourself, giving your friends or your children, we are sure of our ability to please you. Quality considered, our prices are reasonable, which is the true test of cheapness. Made

fresh every day, temptingly packed in beautiful boxes from half to five pounds.—*Wiley's, Atlanta, Ga.*

Nuts to crack for competitors in candy-making. Our dainty, pretty candies are envied by them all, but the results can not be attained by cheap materials, colors, flavors, etc., or so-called candy makers. We use only the pure, high grade materials and candy makers worthy of the name.—*The Palm, Spokane, Wash.*

Silver Moon Candy. As fine and fresh an assortment as you find in the city. Our extensive varieties of chocolate bonbons, etc., are of the highest grade, and cannot be surpassed in quality, and at the reasonable price.—*Oliver Finne Co., Little Rock, Ark.*

Candies at 20 cents a pound. Buying Wanamaker's candies below their regular prices is something like getting government bonds below par—in the admirable quality of the investment. A splendid chance, or rather two of them, for such investors to-day.—*Wanamaker's, New York.*

Candy everybody likes.—That's the reputation our candy has—everybody likes it. Why? Because it's so fresh, so fine, so delicious. We have the best candy maker we could find, and we give him only the finest and choicest materials to use in his candy making. Result is, every time you want candy, "You're safe at Jevne's."—*H. Jevne, Los Angeles.*

Clean and up-to-date are adjectives aptly applied to Peoria Candy Kitchen and Bakery. We stretch a point to avoid even an approach to anything contaminating, and patrons of this bakery may rest assured of the perfect cleanliness of every ounce of bread, cake and pie we bake.—*Peoria Candy Kitchen, Peoria, Ill.*

The glass that cheers and refreshes you on a warm day is our delicious ice cream soda. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts—remember that when you want soda water. We manufacture all our flavors from the fresh fruits.—*Palm, Spokane, Wash.*

The finest candy.—It's as natural for Jevne to sell the best candy as it is for him to sell the best of all kinds of groceries. And what fine candy it is! Every piece a mouthful of deliciousness. Plain candies and fine French candies—every piece absolutely pure and perfectly fresh. Candy making is a great science. Our confectioner understands it. Buy any amount you want—but buy *Jevne's, Los Angeles, Cal.*

CANDY

Of course you'll want candy. Fancy spending a double holiday with no candy in the house—particularly if you're a jolly young crowd! We've got a fine, fresh supply of delicious candies, ready for your demands to-day and to-morrow. Whether you want the simple sorts, or the best bonbons, chocolates and candied fruits, we'll supply you satisfactorily and promptly.—*Wanamaker's, New York.*

Cocoanut Jumbles, 20c a pound. Fresh, toothsome summer candy. A crisp sugar jacket enfolds a delicious cocoanut center. You'll like them, of course; 20c a pound.—*Wanamaker's, New York.*

It will make your mouth water to lift the cover from a box of Belle Mead Sweets and see how daintily they are assorted and packed. We guarantee every ounce to be absolutely pure. Make your next order for candy Belle Mead Sweets.—*Culver-Deisler Co., Saginaw, Mich.*

Doctors will tell you that a little candy now and then is good for you, like a little recreation, but it must be pure, absolutely pure candy. Wish you could see our candy factory—how invitingly clean it is—how every utensil shines—the very air itself suggests purity. Every ingredient is as carefully considered as a physician's prescription. And yet, with all this care to make it the purest, most delicious and best—it is less, very much less in price than the same grade can be purchased anywhere else.—*Abraham & Straus, Brooklyn.*

The purest and finest candies obtainable anywhere will be found at the main candy store in the basement. Some of them are imported, but most of them are made in our factory.—*Wanamaker, Philadelphia, Pa.*

Every woman is a judge of candy—and the Reeves Chocolates and Bonbons are favorites everywhere they're known. All made here on the premises—coming fresh from our candy rooms all the time.—*Reeves, Washington, D. C.*

A Bunch of Candies.—Run your eye over this list of pure, fresh, delicious candies, and see whether it doesn't set that sweet tooth to jumping.—*Wanamaker's, New York.*

A box of these candies, tastefully arranged—and we make a specialty of that—and tied with red, white and blue ribbon will make as acceptable a gift as you can take with you.—*Abraham & Straus, Brooklyn, N. Y.*

No finer candy than this is to be had anywhere in the world and nowhere but at Loeser's can you buy such candy for 60c. a pound. There are no less than

thirty different kinds of Chocolates—the chocolate in each instance being the purest Swiss milk blend. There are all the favorite Bonbons and some new dainties. Try a pound and see if it is not as fine candy as you ever tasted.—*Fred Loeser & Co., Brooklyn, N. Y.*

Everybody's Favorite Confection—Scotch Kisses.—A soft marshmallow, highly flavored with vanilla and then dipped into a coating of good, old-fashioned butter, so crisply cooked that it's like eating a candied nut—sold in other stores at 60c.; here at 29c. lb.—*Abraham & Straus, Brooklyn, N. Y.*

Moir's. The particular hostess naturally selects Moir's chocolates for a stylish social affair. When arranged in a bonbon dish, with each chocolate in its neat, fancy paper cup, they look the very essence of daintiness and refined good taste. My! how delicious they are, too! Such delicately flavored centers, containing creamy confections, nuts, fruits and jellies, concealed under the finest, smoothest coating of the very richest chocolate. The number of different varieties in each box will delightfully surprise you.—*Moir's, Ltd., Halifax, N. S.*

Leggett's Saturday candy is pure, wholesome, and genuine, absolutely free from artificial and inferior ingredients. Apollo chocolates. Fresh every week and superior in quality to any other candy, no matter who makes it or what its price. Always glad to prove it with free samples. These chocolates are handsomely packed in half-pound, pound and two-pound boxes.—*The Clifford Pharmacy, South Norwalk, Conn.*

Leggett's Saturday candy, 29 cents a pound. For flavor assortment and purity it is unequalled. Just such a box of assorted chocolates as you pay 50 cents a pound for any other day and think you were getting it cheap. Stop in for a box. Apollo chocolates—the best candy made. Free samples to convince any doubter. Handsomely packed.—*The Clifford Pharmacy, South Norwalk, Conn.*

Confections. When filling the lunch basket for the picnic, don't forget Boyd's confections. They add greatly to the enjoyment of the occasion. Sold by all leading confectioners.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

We keep good confectionery and keep it in good condition. Our candies are protected against all possibility of contamination, and are kept fresh by frequent supplies. We are exclusive agents for.—*The old Corner Drug Store, Waco, Texas.*

CANDY

GENERAL INTRODUCTIONS

Growth is the watchword of the Hecht stores. It has been the policy from the beginning to ever and always live up to the ideal of "greatest service to the greatest number." And it is in following out these lines that we to-morrow morning inaugurate the new department devoted to canned goods and fancy groceries. The special prices we have made for the opening day have never had a parallel. We wish to make everyone in Washington acquainted with this department, promising the saving of many dollars—and not only that, but placing before them another evidence of the liberality that has made this business so great—whether your purchases are made in this new department or in any other of the half hundred departments, you can say "charge it," and feel that your convenience will be consulted in paying. —*Hecht's, Washington, D. C.*

Autumn's newest novelties are here, many of them—more than at any other three Portland stores—and many more are coming in daily. Too early for formal openings! but none too soon to see myriads of the world's newest things spread out over four vast floors. The liberal early buying indicates that thousands not only prefer to choose from early offerings, but know well where come they must for the choicest of the season's novelties. We are splendidly ready for the early buyer who prefers to come in and "shop 'round" before the formalities of the grand openings next week. Europe and America—yes, and parts of Asia—have contributed their best products, and our facilities for buying and distributing vast quantities of worthy merchandise insure the patrons of this store the advantage of exclusiveness, as well as the benefit of low prices.—*Olds, Wortman & King, Portland, Ore.*

We do all the planning and scheming for you—we've solved all little problems that stand between you and the best for the least. That's why we can say to you, come and buy merchandise here of unquestionable merit as low as, if not lower than you can buy goods elsewhere where the guarantee of perfect satisfaction is lacking. We want you to feel at all times that no sale is considered consummated here until you are thoroughly satisfied.—*Simpson Crawford Co., New York, N. Y.*

It will certainly be of great profit to you to study the buying advantages this advertisement offers, because we can safely say—and the items prove it—that at no store have been gathered such a wonderful array of bargains for your immediate wants.—*Simpson Crawford Co., New York, N. Y.*

The best advertising we have is the kindly recommendation of our friends. One tells another and we witness every day the power of that influence. You never read an advertisement of poor clothing—strange, too, for there's more poor than good. Ours is as good as our best energies, ability, knowledge and experience can get.—*Hall & Herrick, Springfield, Ill.*

Keep in mind the facts that we do not admit to our stocks anything that we would not recommend. That our prices are the lowest that could possibly be quoted compatible with a standard of merchandise worthy of our guarantee. That if you buy merchandise here and find it unsatisfactory when you get home you may return it at once in salable condition along with duplicate check and receive your money back. Could anything be more fair than that? —*Emery, Bird, Thayer Co., Kansas City.*

We told you so! The rush to get ready for the hot weather commenced yesterday, and no mistake. We engaged all the extra help we could gather, and still the throng pressed in. Of course the character of the goods and small prices have something to do with the rush, but spring hung her banners in the sky and the response was instant. This is a glad world if you will only get in step. The lilacs in their dainty purple are out and the laughing dandelions say "Cheer up! Cheer up!" This is the merchandising mood of this store, and you will find it as profitable to trade here as it is pleasant.—*A. D. Matthews' Sons, Brooklyn.*

With the opening of the new spring season we wish to thank you for your remarkably generous patronage in the past, and to invite you to inspect our splendid new stock, whether you buy or not. We are glad to welcome you, and feel proud that through so many years you have each season taken our word on the value of our merchandise. Trust us once more. Our word is as good as our bond.—*Edward Wren, Springfield, O.*

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We ask you to make this grand Hamilton store, the largest and brightest in the city, with its immense space for the proper display of new goods, your buying headquarters this fall. We have made every preparation for the heaviest season's trade this immense business ever enjoyed. The best makers and designers of the world have contributed to the stock we have invitingly displayed upon our counters every day now.—*John Campbell & Co., Hamilton, Can.*

This big store is a composite of all that's good! You've noticed that where a store is good in one thing it falls far short of perfection in other respects. If its prices happen to be low, its stock, nine cases out of ten, is either poor, old or very limited. If its stock is fine and extensive, it usually asks high prices. If it isn't one thing it is the other, and the perfect store—the one combining features the modern store should have—is a rare exception. We may be over enthusiastic about this store in some things, but in claiming that our prices are lowest, our stock largest, our designs best, our quality superlative, we utter only the facts. If there is a perfect store this is certainly one.—*Ludwig Bauman & Co., New York, N. Y.*

For months we have been preparing for this event, gathering articles for young and old, for use and play, in our endeavor to secure goods for this occasion that would meet with your approval. The goods are all in—have been placed where they can be easily and comfortably seen and examined and now we await your coming. The store with its immense floor space and broad aisles will not be uncomfortable, no matter how many of our friends are here this evening. We want you to come and see the beautiful store. We want you to come and view the magnificent decorations. We want you to come and view the choice and exclusive gift things.—*The Fair Store, Binghamton, N. Y.*

Almost every one who responds to our ad is amazed at the magnitude of our stock, the newness and brightness of the goods as well as the low prices at which they are being sold.—*Whalen Bros., Brooklyn, N. Y.*

The stream of buyers who throng the Big Store continuously, demonstrate that you can't keep the people away from an establishment which handles the right kind of merchandise and offers its patrons at all times the best the markets afford at matchless prices. It is well worth your time to read every article mentioned in this ad, and we know every

item will be welcome news to purse wise shoppers.—*The Beall-Livingston Dry Goods Co., Columbus, Ohio.*

So many people are prone to consider a store's advertising as a detailed announcement of everything that the store has planned as "special" for the day. If you consider the Bloomingdale advertising that way you are making a great mistake. Not one tithe of the happenings for any special day is ever printed in our store news, no matter how much space it may occupy—couldn't possibly be!—*Bloomingdale's, New York, N. Y.*

To the ladies of St. Paul: When in the Golden Rule, if you are not waited on promptly and pleasantly, tell one of the floorwalkers. If our goods do not correspond exactly with our ads, tell us so. If our delivery is not prompt, tell us. If everything is not satisfactory we want to know it. We will appreciate your telling us. We cannot see everything and we know you can aid us. The reason we ask you to tell us if anything is unsatisfactory is that we desire to remedy it. Telling some one else will not help you and it may hurt us. Telling us will enable us to help ourselves and thus help you. We cannot correct a shortcoming until we know of it. We will regard it as a personal favor if you aid us in bettering the Golden Rule by telling us of any shortcomings.—*Golden Rule, St. Paul, Minn.*

Our eastern connections insure us of being at all times in touch with the evolutions of whimsical "Dame Fashion"—thus the whisperings of the style center of France are quickly breathed into Texas. It seems worth while for us to take this occasion to express to the public our sincere thanks for the hearty support we as a business organization have received since taking hold in your midst. May your patronage always be governed by our merit.—*A. F. Hardie, Waco, Texas.*

A bargain flurry.—*Guarantee, Muncie.*

Bargains that mean business.—*F. A. Plummer Co., Oshkosh, Wis.*

Values that appeal irresistibly.—*Dreunen & Co., Birmingham, Ala.*

A pen and ink picture of events.—*The May Co., Cleveland, O.*

Sharp saving on sparkling stylish headgear.—*Symonds, Butte, Mont.*

Seasonable wares at reasonable prices.—*P. H. Vose & Co., Bangor, Me.*

The rarest sort and rarest kind of bargains! —*McWhirr's Emporium, Fall River, Mass.*

GENERAL INTRODUCTIONS

A store that has your confidence doesn't ask you to compare things. It would be like asking you to prove that it tells the truth.—*Schipper & Block, Peoria*

Notwithstanding that they say a "bushel of mud comes with every diamond," we undertake to give genuine bargains in these days of exaggeration. If our goods are not exactly as represented you get your money back—that's the test!—*Scroggie, Montreal, Can.*

Macy's is the original department store. For forty-six years we have held leadership by selling the best qualities at the lowest prices. It is only since getting into our new building—the largest in the world devoted to retailing—that we've been able to do justice all around—to you, to ourselves, our merchandise and our methods.—*R. H. Macy & Co., New York.*

Impelled by a natural feeling of gratitude for the privilege of passing another milestone on our march towards the goal of well earned success and a desire to demonstrate, on this occasion, our long established record of supremacy in value giving, we have gathered together a mighty host of bargains from every floor and every department in this great store. It is only once in a year—during the celebration of our anniversary—that we feel like throwing away common business prudence and, swayed by enthusiasm, make a bonfire of an entire day's profits for the benefit of a large, faithful and ever increasing list of patrons.—*The Palace, Spokane, Wash.*

Two Beautiful Window Displays.—Our windows to-day speak more eloquently of the magnificence of our furniture and draperies than a page of type talk could. The north window shows a dining room furnished as richly as a king could desire—massive pieces of mahogany, exquisitely carved—a thousand dollar set. The south window is fitted up as a living room, with the newest designs in fumed oak furniture, upholstered in Spanish leather. The elegant draperies and rugs, too, are from our own enormous stocks.—*Los Angeles Furniture Company, Los Angeles, Cal.*

We have had our general opening for fall. Now we want to have a Metropolitan Opening. We want to concentrate the attention of our city friends upon the display of high fashion we have brought to the store. When we say Canadian and Metropolitan Fashion, it virtually means Cosmopolitan Fashion, for we have brought the exact gowns, cloaks and hats from Paris, Vienna, London and New York without modifi-

cation of any kind. Toronto is the metropolis of Canada. This store takes a pride in bringing the beauty of feminine dress in this city to a point perfectly on par with the great cities of Europe and the States.—*Simpson, Toronto, Can.*

Almost every nook and corner of this splendid spacious store bristles with bright new merchandise that active selling has reduced to a point where it becomes more profitable to clear at some price or other rather than hold. Counter space and fixture room feel the pressure of incoming goods too much to permit broken lots to lag superfluous—that's why so many splendid money-saving chances are in evidence for to-morrow.—*W. A. Murray & Co., Toronto, Ont.*

A prominent publisher once said that a book would need no preface if the title was sufficiently suggestive of its contents. The same may be applied to an advertisement. It requires no long drawn-out introduction if back of it there is merit certain and positive. Back of this announcement and behind all that emanate from John A. Roberts & Co.'s is just that kind of merit. The merchandise they tell of is new, worthful and superlatively good.—*John A. Roberts & Co., Utica, N. Y.*

Noteworthy bargains in trustworthy merchandise.—*Campbell's, Pittsburg, Pa.*

Tremendous big bargains.—*Hayes, Wellborn & Baker, Atlanta, Ga.*

Bargains that savor of unusualness.—*McCurdy & Norwell Co., Rochester.*

Tempting attractiveness to visitors to this notable bargain center.—*Wanamaker's, Philadelphia, Pa.*

Handsome Waists of Lace and of Silk.—Get a glimpse of their clever effectiveness from the window displays. Then you'll want a closer acquaintance than a look through glass can give you. Aside from their general excellence there are little points and big points of superiority about these waists that will repay you for a close inspection. Niceties of finish that particular women appreciate. Exclusiveness of styles that dressy women delight in.—*Fourquereau, Temple & Co., Richmond, Va.*

Bold little bargains.—*Hale's, Los Angeles, Cal.*

Boyer's bunch of bargains.—*Boyer's, Scranton, Pa.*

Hot bargains for hot weather.—*Cowley & Holmboe, Crookston, Minn.*

Cyclonic reductions strike all departments.—*The Paris Millinery Co., Salt Lake City, Utah.*

GENERAL INTRODUCTIONS

Fabulous bargain giving.—*Wood & Ewer, Bangor, Me.*

A page full of newsy store news.—*Standard Furniture Co., Seattle, Wash.*

Here is a very bright ray of sunshine.—*Sibley, Lindsay & Curr Co., Rochester.*

Mighty bargains to astound the most skeptical.—*Globe Clothing Co., Baltimore, Md.*

The tide of trade flows this way.—*Central Clothing Co., Lexington, Ky.*

A shake up in domestics that drops many a bargain.—*The Edw. Malley Co., New Haven, Conn.*

The thrifty buyer knows that the Bee Hive is the "money-saving spot."—*Roth Bros., West Superior, Wis.*

Cool garments for summer wear! Woman or man, girl or boy. We've prepared for your comfort during the sizzling weather.—*Menter, Rosenbloom & Co., Grand Rapids, Mich.*

Hello! Are you going off for the Fourth? Got everything you need to give yourself a good send off? On these vacation days you are sure to want some of the hot weather bargains we offer this week.—*J. W. Adams & Co., Buffalo.*

Full steam ahead! This business moves ahead on the parallel lines of goodness and cheapness. It's the only combination that's at all effective against any and all competition.—*R. J. Tooke, Montreal.*

And the boy got stuck. 'Twas a pity. He had saved up and bought something at one of the stores who give away trading stamps—oh, of course, for nothing. The stamp stores went up—(didn't you see it in the papers?)—he got left. He said d—n the trading stamps; why didn't I heed the warning of the Phil. J. Walsh Estate and get my goods there? They are reliable.—*Phil. J. Walsh Estate, Philadelphia, Pa.*

"Satisfaction guaranteed or money promptly refunded." That is the principle that has built this business and established this store in the confidence of the buying public. We satisfy our customers, no matter what the cost, nor how much the trouble. The matchless values which we are constantly offering, the efficient service that we place at your disposal, the liberal assortments that we lay before you, are all important factors in our success. Still, none is of such great importance as the fact that we guarantee you satisfaction, or failing in that, which is exceedingly rare, we refund your money without quibble or delay.—*Rothenberg & Co., New York City.*

GENERAL INTRODUCTIONS

Among the chief factors in the great success of this clothing business is our constant watchfulness, in season and out, for special values. There are frequent opportunities open to the progressive merchant to secure good under-priced lots for his customers—though few have as extensive relations with manufacturers as we have. Clothiers whose outlet is not large can't take advantage of such offers, and others fear to take extraordinary values in mid-season because they have goods of the same class in stock at regular prices. But we are out of that rut. Whatever good thing comes along, our customers benefit by it.—*Straubridge & Clothier, Philadelphia, Pa.*

New goods are arriving rapidly. Our store is nearing completion and we must get rid of every winter garment in the house. We have therefore not taken the cost into consideration but have marked every garment down to a ridiculously low figure. These are all goods from our high class stock and priced regardless of cost. This is an opportunity for a saving woman to get garments that she can have for immediate wear and the early part of spring for about half to two-thirds what she would have to pay ordinarily.—*Israel's, San Bernardino, Cal.*

Do people like to be humbugged? Some stores evidently think so—we don't. We might explode a lot of strong language in this ad. and, perhaps, attract more attention, like a small boy with a fire-cracker, and draw a larger crowd. We choose, however, to tell the simple truth in our own plain way, because we seek your confidence as well as your attention.—*The Fashion Annex, Bangor, Me.*

Dress news from an authoritative store. The interesting problem of correct dress is not solved by a bankful of money and a free-for-all market, else anybody with a checkbook could establish and maintain a store on the same high plane of excellence to which this store has risen—from a small beginning, to its present status of acknowledged dependability.—*Younker Bros., Des Moines, Iowa.*

But we believe we can do it. We are quite sure that by July 1st more merchandise will have gone out of this store than there ever did before at this time of the year. And you will likely begin to think so, too, when you learn how we have determined and planned to bring this about. *The goods must be sold.* The secret of how to do it—and it is an open secret—is to make the prices very low.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

It's useless seeking for better than Yard values.—*Yard's, Trenton, N. J.*

There's a great deal of merchandise made just to sell. A great deal of this kind is sold. The store selling it thinks it is profiting by such sales. The reverse is true. The only kind of goods that it pays a store to handle is reliable merchandise. No store that hopes to forge into the first rank will ever realize its expectations until it ceases to handle "cheap" goods. A low price point is always commendable, providing it applies to a trust-worthy article, but to quote low prices at the expense of quality is as dangerous as playing with fire.—*Mandel Brothers, Chicago, Ill.*

It's a common practice in many stores to "cut" the price on some standard article, the object being to attract the people with the bait, then sell them other goods at a big profit.

It's all a part of the circus, like the flaring red and yellow billboards—the idea is to get you inside the tent. "What shall I do?" you ask; "shall I ignore the reductions and thus lose the chance of saving money?"

Of course not; take all the bargains you can get, but watch out for the sting in the other goods.

We don't reduce prices to use the reduction as a fish hook on our customers. Our goods are first marked at a small profit and reduced only when we can buy for less, when sizes are broken, when we are overstocked, or when we have some other sane, sensible reason.

We believe that quality is what counts, and next to that, low price.—*Bergerman Bros., Pueblo, Col.*

Mary had a little corn,

Her feet were white as snow,

And everywhere that Mary went,

The corn was sure to go.

It went with her to church one day,

Though not against the rule,

It made her make up such a face,

They thought she was a fool.

Next day she went to Robinson's

And had it taken out,

For Mary has a level head

And knows what she's about.

—*Dr. Robinson, Haverhill, Mass.*

To-day we present merchandise of divided interest. There are fine new garments for midsummer wear, side by side with some of the most remarkable bargains that we have presented in many a day. Here are some handsome new shirts that will please the man who is looking for something new and nice. And simultaneously we announce the reduction in price of all men's straw hats in

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our stock. But by far the largest interest of the week is for housekeepers. The sales of china, linens, summer furnishings and house comforts are of most exceptional character.—*Wanamaker's, New York, N. Y.*

WHY?

Just go to Brown's and buy,

Then you'll not question why

Other stores with him cannot vie,

Couldn't even if they'd try.

They live in a different sky.

Low prices is Brown's cry.

That's the reason their shoes do fly.

Louis Boot. Crescent Oxford, Lenox

Tie, Oh! my!

Just go down town, there you'll spy

Brown's, 309 Market, will catch your eye.

Buy here once, you'll continue till you die.

—*Brown's Parkersburg, W. Va.*

But enough of stale bread. See the new spring goods!—*Schipper & Block, Peoria, Ill.*

Spring goods in bright array to-morrow.—*Joel Gutman & Co., Baltimore, Md.—Feb. 8, 1903.*

The Leader has nothing to do with high prices, but it serves the extremes of trade in clinging to insignificant figures and riding the "high horse" of superior qualities. The best is indeed the cheapest at The Leader, for only the best is presented and everything is cheap.—*The Leader, Minneapolis, Minn.*

It's all wrong to judge the goods before you see them. Come and examine them first, and then make up your mind.—*Scattergood & Son, Mansfield, O.*

Your dollars are bigger this week than they'll be again for many a day. They look bigger to us and they'll buy more for you.—*Ives, Ogden, Utah.*

The store has almost boundless interest for those who care to save largely. The sales of white continues. There are stock clearances in many sections.—*Hochschild, Kohn & Co., Baltimore, Md.*

A man may be fast asleep, but rather slow when awake. Any man, woman or child in this town is slow who does not see the economy there is in buying at Tisdale's and profit thereby.—*Tisdale's, Memphis, Tenn.*

Crossing the Alps of the year's business, naturally there are wounded soldiers—hurt merchandise of every description; odd pieces and ends; and stragglers that got behind in the winter procession. Please take them away out of our road—for next to nothing, considering their real worth.

If you have money to spend, prepare to spend it now!—*M. Strasburger, Washington, D. C.*

This store news is good news to those with little money to spare, and still better news to those with plenty of money to spend. We are pushing winter goods as hard as the power of low prices can drive them. If you read this carefully and then come and look you will understand the situation better than we can tell it.—*Gilmore & O'Keeffe, Jersey City.*

Many and varied attractions. Each an unusual and unmistakable opportunity. First, what's left of our stock of winter things. Secondly, the surplus stocks of some of our best manufacturers. Added to this, some spring styles that have done their duty as samples, from which the best merchants in the country have placed their orders; and you have the source of to-morrow's attractions. When one says half price, it usually is sufficient inducement; but to-morrow, one-third of the original price is more often the rule than the exception.—*The Hub, Baltimore, Md.—Feb. 8, 1903.*

Take 'Em Away!—All winter goods sacrificed at half value and even less than half value. These goods would not be worth much to us if we had to carry them over to next season; styles change, they get shop worn, occupy valuable space for nearly a year, and, besides, the money we realize on them now we can re-invest in other seasonable merchandise, and turn this three or four times, giving us about four profits during the time that the winter goods would lie dormant on our shelves. We consider whatever we realize out of this stock now almost clear gain.—*Stern's, St. Paul, Minn.*

Good things to test us by.—*Palmer's Viaduct Pharmacy, Atlanta, Ga.*

The economy sign is out.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

We'll make things interesting for shrewd buyers all this month.—*Dick's, New Bedford, Mass.*

Going to take stock! It's the signal of a general markdown in prices, and the forerunner of the greatest money saving bargains ever offered in Boston.—*Wolf's, Boston, Mass.*

Last Chance Before Stock Taking!—Big and little lots tumble pell mell over each other for your attention. A mere handful is all we can mention here. You must get your ideas from them.—*S. Kann, Sons & Co., Baltimore, Md.—Jan. 11, 1903.*

Below Zero Things for Everybody.—Alaska atmosphere makes one hunt warm wear of every kind—warm head wear, warm body wear, the very best of cold weather wear here from medium grades to finest make.—*Joseph Home Co., Pittsburg, Pa.*

Stock has been taken; every single thing from basement to top floor has been counted.

Sharp eyes and prying fingers have brought to the light many articles that should have left the store before this. The men who buy for the store have made mistakes in judging your taste or the quantities you'd use—those mistakes come to the front now.

And so there is rummage.

Into the rummage every such thing will go. To it there'll be tacked a little price that'll send it flying.

Now for Rummage.—All the week the store has been getting ready for the business of the coming six months.

Will you come and rummage? It'll be great fun as well as full of profit.—*The Howland Dry Goods Company, Bridgeport, Conn.—Jan. 30, 1903.*

Before taking stock, which is generally between the 1st and the 10th of January, we have decided to wait two weeks and give the people of Baltimore and vicinity a chance to buy the best manufactured clothing at the lowest prices that were ever offered by any clothing manufacturer.—*Max Weinberg & Co., Baltimore, Md.—Jan. 10, 1903.*

Semi-Annual Clearance Still Continues! Why put off your buying until later when you have about decided what is needed to add to the beauty and comfort of your home. Make your selection now and let us store it for you until you are ready for it.—*M. Megary & Son, Wilmington, Del.—Jan. 21, 1903.*

The fountain runs day and night—all through the year—it ought to be the coolest water in town.

And a fountain on the outside of the door furnishes refreshment to passers-by.

Then there's the soda fountain—everything pure, fresh and clean.—*Schipper & Block, Peoria, Ill.*

Want You to Look at These.—We'd like to emphasize the good values that are spread before you, but all we might say would not do a whit as much as a glance at the goods themselves. Seldom you find such values, and when you do it's always at the "Big Dependable Store"—the store that taught you the real values.—*Tacoma, Wash.*

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A man said he knew Wanamaker's was the best haberdashery and clothing place in town, but did not come here because of the crowds.

We explained to him how the men's sections are reached directly from the street, and that he need not pass through any crowded parts of the store.

Now he is one of our best customers. —*Wanamaker's, Philadelphia, Pa.*

Of course, you've heard the song, "Any Rags."

It's quite conducive of merriment and somewhat indicative of jags.

But we bring to your notice a theme more topical,

Being the question for warmth and a feeling more tropical.

Don't commence to grow gray, and imagine you are old,

Just because the house is chilly and you feel so awful cold.

But hustle around and chase down to Raymond Bros.;

You can easily find the way, just follow the others;

Try a ton of their solidified chunks of concentrated heat,

One trial will convince you they cannot be beat;

They will wait upon you to the best of their ability,

And get the goods around with their usual agility.

That's right, don't get left. Do it right now.

—*Buy of Raymond Bros., South Norwalk, Conn.*

Tuesday a day full of opportunities for the thrifty shopper at the "Daylight Store." —*Dayton's Daylight Store, Minneapolis, Minn.*

After Stock-Taking means much anywhere—but, most of all, here. Those choice, much-desired bits of merchandise are here, full and plenty. No lack of opportunity—no scarcity of styles—no dearth of values and varieties. Those mean, narrow methods have no place in our broad-scope plans. The "Great Broadway Stores" throw open their doors—a hearty welcome to come and share! The balance of "gain and loss" is in your grasp. Be sure and weigh well in your own behalf. —*S. Kann, Sons & Co., Baltimore, Md.*

"Can't tell me," said a skeptic the other day—"Can't tell me you folks are losing money." "Losing money? Why—bless you, we're losing lots of it—but it's a wise loss. You see, we like to keep stocks shipshape. We drag out all odd lots and small lines. We've made our profits on the hundreds and thousands

that were sold. On the units and tens we lose. But we gain through righting the stock as we want it. See the point? It's as easy to see into as Columbus's egg puzzle, after it's explained. But the world in a sense is better off for skeptics. It's human nature to doubt." —*Kaufmann's, Pittsburg, Pa.*

It is a once-a-year event—held only because we are able to make an offering that in extent and lowpricedness cannot be equaled.

How are we able to hold such a sale—to give such values? It's easy enough—with the know-how. We buy entire remainders of factory stocks; we give makers orders that will use up fabrics they have on hand after their dull season begins; we buy goods underprice and have them made up.

It's all logical—you see—and to your benefit. And better than explanations, better than reasons, stronger than any argument, is the blunt, unalterable fact that you can get, during this sale, fine \$1.00 shirts at 55c. In all sizes. A separate pair of cuffs with each shirt—two pairs with some. —*Hochschild, Kohn & Co., Baltimore, Md.*

Where you can go marketing with your eyes shut and know you're getting the best! —*Wolferman's, Kansas City, Mo.*

"A tree is known by its fruit." A merchant is known by the class of goods he sells. His reputation for quality, and fair prices, is a valuable asset. —*Fred J. Kiesel & Co., Ogden, Utah.*

Literally Immense.—"Immense"—that's the word for it, and no other could apply to the values we give, the variety of goods for your selection and the efficient service at your command. The result is, crowds of shoppers for heaps of bargains every day. The earlier you shop the better will be the values you'll get. We make new bargains every day. Come at 8 a. m. if you can. —*Scroggie's, Montreal, Can.*

On every floor and in every section you'll find the newest creations and the most novel ideas. —*Rothschild & Company, Chicago, Ill.*

The sale continues. Now for another rousing week. Buying enthusiasm is justified by the preponderance of the bargains given. —*Hartman Furniture & Carpet Co., Chicago, Ill.*

It is because we are our own competitors—crowding prices down even when there is no break in the market—that our prices are lower and values higher than most dealers. —*Winfield & Miller, Winfield, Kan.*

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Annual Midsummer Sale.—Down go the profit bars; wide open go the low-price flood gates—and tens of thousands of articles go speeding towards an expectant public—shorn of profits—priced below all precedent. —*W. V. Snyder & Co., Newark, N. J.*

The best for least money is assured when making your purchases here? Goods exchanged or money refunded for any reason whatever! A safe trading place indeed. —*Alfred Edmondson, Morecombe, Eng.*

There—and here. There's a store somewhere that has good merchandise, but it's the deadest, dullest, dreariest-looking place from the outside you ever saw. Not much better inside. "I feel as if they don't want me in there," said a woman who had been visiting in the city we have in mind. They don't. They want only people who come to buy and who know what they're after. No lookers; no visitors; no guests. How is it here? The door is open; the windows invite you. We're glad to see anyone; whether they come to buy or look—always. The store is more than a private business. It's a public institution. Supported by the people's patronage—of course; all the more reason then that it should be as free and open as the postoffice. —*Schipper & Block, Peoria.*

Marvelous merchandise moving. Each year finds every person engaged in thoughts of refurnishing either their wardrobe or the house. The day of this refurnishing is here. A million workers at loom and wheel, in factory or shop, are depending on your obedience to your desires. Your gratification of these desires adds to the prosperity of the nation and adds its power to the wheel of progress. The amount of merchandise moved by this store every year would be marvelous indeed were it not that people have grown accustomed to it. For let but a rising of the sun, let but a creation of the world happen twice, and it ceases to be marvelous, and yet a walk through the store showed ye scribe the many, many good things, never even mentioned to the public. Each year finds us better able to supply your needs than the preceding one. That is as it should be. When it ceases to be so, it will not be Milliken's. —*J. W. Milliken, Traverse City, Mich.*

The Policy of this House: Absolute Integrity — Satisfaction — Accommodation—with purpose of winning and holding the Confidence of every individual who enters its doors.—Under no possible circumstances will this house sanction

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any word or deed of any employee designed to mislead a purchaser.—When ever mistakes happen—as happen they must—the house will consider it a privilege to correct them with promptitude and courtesy.—The spirit of Accommodation will rule, and in the treatment of patrons and visitors this spirit will be developed to the fullest possible extent. —*H. G. Selfridge & Co., Chicago, Ill.*

Once there was a lovely young slip of a girl who told her most intimate friend that she had won her prospective husband at a golf game. "Is that so?" said her friend. "Why, I never knew that they gave booby prizes at a golf game."

A great many people interpret the meaning of things to suit themselves—so do some stores.

They publish advertisements, and when you answer them you find that the way you interpreted the meaning is altogether different than you thought it was.

Through their desire to get you to come to their stores they lose sight that you came for some definite purpose, for some special thing they promised you.

The article at the price is either all gone, or what's left you could buy at any time at practically your own price because no one wants it at any price.

Haven't you found it so?

The policy of this house does not sanction misrepresentation nor do we allow anything designed to mislead a single purchaser.

We want integrity in its broadest sense developed to its fullest possible limit. —*Simpson, Crawford Co., New York.*

We never have permitted and never will permit anyone to undersell us or successfully dispute our supremacy in any branch of our business. —*Abraham & Straus, Brooklyn.*

Miraculous Values.—*The Leader, Minneapolis, Minn.*

Kernels From the Bargain Cob.—*Bloomingdale's, New York.*

Goods Which Delight the Fastidious. —*Kaufmann's, Pittsburg, Pa.*

September Sales That Mean Substantial Savings.—*Bass, Atlanta, Ga.*

Money-Saving Value-Gaining Opportunities.—*The Boston Store, Milwaukee.*

Tremendous Bargain Privileges Displaying Thousands of Powerful Inducements.—*The Leader, Butte, Mont.*

Brisker Autumn Sales Than Ever.—Innovations that court widest interest.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Goods well bought are easily sold. Such we buy and such we sell.—*Fairley Bros. & Fairley, Colorado Springs, Colo.*

The buying public has never been duped into accepting a spurious value here. If you see an article advertised in our Daily Store News, rest assured that we appreciate the expense of newspaper space too highly to allow any but the worthiest offerings to appear. Here are to-morrow's trade-getting items—with profits leaning interestingly your way.—*L. S. Plaut & Co., Newark, N. J.*

We started this sale with thousands of pieces of the best furniture ever displayed. We have sold constantly and fast from it since without making any appreciable impression on the assortment. To-day the variety seems as large as when we commenced, of course, we know it is not, but it seems to be. A customer will be exacting indeed who fails of finding what he wants here.—*Duff & Repp Furniture Co., Kansas City, Mo.*

A word about fall goods.—A complete transformation has been wrought. The summer things of yesterday have given place to the merchandise that hints of turning leaves and hazy atmosphere; and, although the autumn harvest even at this early date is strikingly comprehensive, it is to our notion of things still incomplete. The finished showing is but a matter of days, however, for every hour unfolds something interestingly new. In a word, we are ready if you are.—*L. S. Plaut & Co., Newark, N. J.*

This colossal collection was carefully compiled.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Glance through our ad—your glance will change to a searching look.—*Szold & Son, Peoria, Ill.*

There are numberless other values not advertised that are just as strong.—*The Fair, Chicago, Ill.*

Everything is in fine fettle. We're ready—yes, splendidly ready—with one of the grandest expositions of bright new autumn merchandise it has ever been our pleasure to announce, and we extend you an invitation to attend our third annual fall opening in the new store. You will find us prepared to fit you out from top-toe with the most beautiful creations of the master minds of the world of fashion. European ingenuity and American skill have combined to make this an event that will long be remembered by Newark folk, and the lessons in economy which we shall teach here during the coming week will be both pleasing and convincing. You'll come—of course,

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you'll come—and marvel at the immensity of the display made possible by our far-reaching influence on both sides of the Atlantic, and not the least important feature of this great occasion is our invariable policy of selling on a margin of profit so close to cost as to prove positively that Newark shopping is profitable.—*Hahne & Co., Newark, N. J.*

Owing to circumstances over which we have no control—the weather—our remnant sale will be continued Wednesday.—*Hirschmann Bros., Binghamton.*

Small wonder that in the face of the steady advance of incoming fall merchandise, prices on summer goods yet remaining should totter and fall.—*The New Store, Minneapolis, Minn.*

The fairy who presides over low prices planned that this Red Tag Sale should outdo all previous Red Tag Sales, and that is just what it is doing.—*Stern & Bernheim, Altoona, Ga.*

We are "cleaning house" and there are many pieces to move; we would rather move them to your house than to some other part of the store; hence low prices as a result.—*The York Furniture Co., York, Pa.*

How do we undersell? Buying in wholesale quantities and paying spot cash. Money talks, and if you understand its language, you will do well to heed when it speaks in such positive tones of economy.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

A growing store, and why? We intend that this store shall always be one of the sights of Williamsport—the best store for the supplying of personal or household needs. Sensational? No, strong—a helpful store. We hear it every day that Bush & Bull prices are the lowest prices. This is natural. If a store had not made itself necessary, there would be no room for it. You make stores grow.—*The Bush & Bull Co., Williamsport, Pa.*

Another aggressive Monday.—Do you know where we get that word "aggressive"? Of course, you don't. It came to us this way:

One day this week a gentleman, strolling through the store, said to one of our people: "You folks are the most aggressive storekeepers in this big city. I pick up a paper and the first thing I notice is one of your great pages. You should see my wife go through the page. It would interest you. The way you have of bringing people to your store is what I call aggressiveness."—*Joseph Horne Co., Pittsburg, Pa.*

The difference between a legitimate bargain and the imitation is as radical as the difference between vice and virtue.—*Douthett & Graham, Youngstown, O.*

A poor article is no bargain at any price.—*Sterling Cash Grocery Co., Muncie, Ind.*

Any store can put big stories into the papers, but no firm can show you the styles nor save you the money we can. Don't take our word for it. Compare our goods and prices with those elsewhere, then be your own judge.—*Shannon's, Columbus, Ohio.*

Use Jacob's stock as a measure stick. Using our stock as a measure stick with which to measure any other stock in the country and you'll find two things—they will fall short in variety and completeness and in prices article by article.—*Jacob's Pharmacy, Atlanta, Ga.*

It's our intention that every customer shall receive full value for every dollar spent under this roof for furniture, carpets and housefurnishings. We value the enduring appreciation of those who transact business with us. We sell good reliable goods at just and honest prices. An examination of our stock will readily prove this.—*French & Bassett, Duluth.*

Get divorced.—We know a man will stand a lot from his wife before divorcing her, and he often stands a lot of bad treatment from his favorite store before divorcing himself. There is a regular Dakota divorce business going on here. We are winning many old time, staunch customers from other stores. We make the change easy. We give more value, more courtesy, more change.—*Frank N. Simmons Co., Cincinnati, O.*

Character in Commerce.—The worth of a store, as of a man, depends on character. The growth of the "S. & M." store proclaims its character. Growth is the sign-manual of health. Only the healthy seed and the well-nourished shoot produce the strong plant.

The essence of commercial health is fair dealing. Commercial growth is nourished only by intelligent management and enterprise. Years of commercial health—honest dealing in the best goods at the fairest prices—have given the "S. & M." store its sound constitution; its giant stature has been attained by alert enterprise and intelligent direction.—*Schlesinger & Meyer, Chicago, Ill.*

With us every day is market day. We don't set aside certain days to give bargains. Every day you will find our prices decidedly lower than any other store in the city. This may be pretty

strong argument but we stand ready to back every assertion we make, be it ever so strong. A comparison of quality and price is the only way to convince yourself.—*Cramer & Rogers, Trenton.*

Upheld by quality.—*The May Co., Cleveland, Ohio.*

Values that overtop them all.—*The Palace, Spokane, Wash.*

Great strenuous September sale.—*Euwer's, Youngstown, Ohio.*

Snap-shots at autumn attractions.—*Goldsmith's Bazaar, Scranton, Pa.*

Of interest to men of an economical turn.—*Dunn, Taft & Co., Columbus, O.*

Attention-compelling values.—*The Broadway Department Store, Los Angeles, Cal.*

Hitch the dollar to a bigger load than it ever pulled before.—*Newman's, Brooklyn, N. Y.*

Choice opportunities for the belated buyer.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

The money-wise will need no second bidding to avail themselves of the many extraordinary values this Friday's weeding-out process brings.—*Goldenberg's, Washington, D. C.*

This store's reputation has been built upon the goodness and cheapness of the merchandise it sells. It's the honest policy of this establishment that attracts people here—and induces them to come back.—*Rosenbaum Co., Pittsburg, Pa.*

August attractions in the under-price store.—There's no August apathy about the happenings in the Under-price Store. The stream of midsummer merchandise flows through it in a broad, deep tide. You can't help being swept along by the current, in the direction of economy and satisfaction.—*Wanamaker's, New York.*

A pleased customer is a good advertiser.—*J. P. Cronin, Binghamton, N. Y.*

That's the word that charms; exclusive.—*The Wanamaker Store, Philadelphia, Pa.*

You are always welcome here, and you are never importuned to buy.—*Gable & Co., Altoona, Pa.*

We can give you just as much satisfaction as our old customers have been getting these many years.—*Combs Lumber Company, Lexington, Ky.*

Quality never loses its charm. A well made garment is a constant source of pleasure—a poorly made one, one of constant regret.—*Jas. Boyd, Denison.*

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The biggest bargain opportunity ever heard of.—*Wm. Doerflinger's, La Crosse.*

Spicy bargains.—*Jacoby Bros., Los Angeles, Cal.*

Euwer, he holds the goods. All carpets during this sale will be laid away and held until you are ready for them, by paying one-fourth down.—*The Euwer Store, Youngstown, Ohio.*

Every offering we make is as genuine and straightforward as if it was an affidavit for a court of justice. If you buy of us once you'll be so pleased with your purchase that you'll buy here always.—*Dewend-Kuschmann Furniture Co., Moline, Ill.*

A short story. A gentleman and wife stopped in front of our show windows the other day. Weren't coming in, at first. "Looks high-priced," the man said. Finally decided to venture in. The rest is soon told. Bought liberally—went out delighted. Have you visited this store yet?—*H. E. Scholle & Co., Chicago, Ill.*

Appetizing bargains.—*Crawford's, St. Louis, Mo.*

Bright with bargains.—*New York Cash Store, Colorado Springs, Col.*

Red hot sale.—*The Hocker-King Dry Goods Co., Denison, Texas.*

A rousing sale.—*Cohn's, Salt Lake City, Utah.*

Sparkling seasonable specials.—*Good-fellow's, Minneapolis, Minn.*

Bargains gems of the most brilliant hue.—*The Busy Corner, Washington.*

Our stock is like a river—always moving.—*J. Waterman's, Bangor, Me.*

"Keep cool" wearables in profusion.—*Steiger's, Westfield, Mass.*

Crisp news for to-day, but scintillant with seasonable economies.—*Siegel-Cooper Co., New York.*

A winning combination, the sterling qualities of all goods offered here and the stirring prices that go with them.—*H. Batterman, Brooklyn, N. Y.*

If low prices attract you—if a large variety pleases you—if an assurance of reliability appeals to you, then your own self-interest should prompt you to turn to Tonkin's for every clothing or furnishing need.—*Tonkin's, Butte, Mont.*

Echoes from the three matchless clearance sales.—*Hamburger's, Los Angeles.*

"Quality the maximum, price the minimum."—*Titche Goettinger Co., Dallas.*

True economy is not so much in paying the smallest price, but in paying the

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smallest price and getting the best merchandise.—*Abraham & Straus, Brooklyn.*

Why is our great store continually crowded? As the needle follows the magnet, so does the public follow the greatest values. We never lose sight of that fact—hence we offer values that tower—simply tower—above competition.—*Adams & Co., New York.*

For go-aways and stay-at-homes.—There are lots of big and little things that the average man and woman doesn't think of when going on a journey or preparing for a holiday that would minister greatly to their comfort if they did happen to think of them in time. We play the role of suggestors, and here are a few suggestions for July.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices, for they have drawn the crowds and packed the store. Pluck it requires to put the knife into values so that not a vestige of the profit remains. Principle to chalk the line and hew close to it, let the chips fall where they may. Imitators will spring up, pirates may attack us, but the public recognizes the legitimacy of our sale, and shows its approval by its generous patronage.—*Boucher, Butte, Mont.*

Doing the greatest summer business in our history—and doing it with the least noise and fuss and trouble. That's a well nigh perfect system at work. Delays are annoying at any time, unbearable in summer. So we have learned to hurry orders—to rush those that come by phone or mail out by the earliest delivery, to give the quickest service to those who come to the store. But we have learned to hurry carefully—to give the quickest service and at the same time not to forget that Loeser service must be the best service. Whatever you need in clothes or home furnishings to make you comfortable is here. And all through the store great under price sales present economies that are remarkable.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In addition to sharing our bargain-driving with you, we guarantee every suit you buy, regardless of its price. You simply can't lose. That's the way we want to be, and we're always here to stand back of any statement we make in our advertising.—*14th Street Store, New York.*

In all our dealings we consider to-morrow; we consider our reputation; we consider your future patronage; therefore, we sell garments only on what you and we can depend.—*Wells & Coverly, Cohoes, N. Y.*

How we've prepared for to-morrow. Not only for Children's Day needs, but for all other needs you may have for personal use and in housekeeping needs; well, every department in the store will vie with its neighbor to-morrow for a share of your attention. And how splendidly ready every department is, never was there a time when we were better equipped to meet your every need. The more exacting you are regarding prices, qualities and varieties the better pleased you will be with to-morrow's store doings here. Among the many things you'll find when you come will be these.—*S. P. Dunham & Co., Trenton.*

To-morrow we start the last week of this, our greatest of Before Inventory Stock Reducing Sales. Values as we have given have been unknown heretofore. It has been our whole desire to reduce our stocks to the lowest point before stock taking time, August 1st, and have priced merchandise accordingly. The final effort will produce values that are even greater than those we have been giving, only a few of which find space below.—*The David Straus Co., Newark.*

Marvelous merchandising.—*The Simon Clothing Co., Des Moines, Ia.*

Tickle us with an order, we'll tickle you with the result.—*Clark Engraving Co., Milwaukee, Wis.*

Dissolution sale is attracting swarms of buyers!—*The Family Shoe Store, Washington, D. C.*

Every department offers its quota of bargains. Every aisle holds its full share of under-pricings.—*Jones Dry Goods Co., Kansas City, Mo.*

Never have bargain prices included such a wide range of assortments and best qualities as in these mid-summer clearance sales now at their height.—*Hayden Bros., Omaha, Neb.*

A sale absolutely without peer or parallel from almost every standpoint—variety, beauty, richness of qualities and lowness of prices.—*Case, Gravelle & Ervin Co., Anaconda, Mont.*

If you are fishing for bargains be sure that your hook is cast in the right place. Let us "drop a line" about some money saving opportunities that await you.—*Dunn, Taft & Co., Columbus, Ohio.*

Autumn goods are nothing more than hot-weather goods, for mysterious Nature has seen fit to throw some of her mellowness away into months that we used to consider months for some of her freakishness. Most of the goods that will be offered in the next fifteen

days are of a character that permits them to be used into November. That is a good long spell.—*Jos. Horne Co., Pittsburg, Pa.*

Changing conditions, changing the prices, changing everything. Recapitalizing—rebuilding—rearranging—restocking and reorganizing with a price power and prestige on the world's markets surpassed by no house on the continent. It presages a new order of things—a change of momentous importance to the smart shoppers of Chicago—as evidenced by this page of phenomenal prices.—*Schiesinger & Mayer, Chicago, Ill.*

Our own regular stocks furnish many of the sale specials—but not all of them. One requires only a glance at the busy store these days to realize that we are aiding a great many manufacturers to dispose of their surplus lines. Take a stroll through the store, price the offerings, inspect the qualities, ask questions, make comparisons freely—and you will understand some of the reasons why Macy's is such a lively shopping place. One other reason—it is a centrally-located store—cool, modern, affording every shopping convenience.—*R. H. Macy & Co., New York.*

Carefully selected beach necessities.—Every camper or cottager who goes to the beach has use for scores of things, either for comfort or personal adornment, that are not required in town. The pleasure attendant upon making your preparations is likely to cause you to forget some of the things you will need most—so make this entire page your shopping list—and to-day the one in which to make your purchases. Whether you are going to spend a day, week or month at the seashore, some articles will be required. You need a vacation, take it now.—*Hamburger's, Los Angeles, Cal.*

This great mid-summer sale is a great time for bargains. Crowds! All through the store there are throngs of people as this is written, eager to get their share of the unparalleled offering we told of in yesterday's paper. August a "dull" month? Not a bit of it, when there are such chances to economize as this first week in August brings. Hundreds of the offerings are here in such large quantities that to-morrow's choosing will be almost as fine as to-day. But we cannot give many details for fear of disappointing you. There are great savings now for those who come promptly. It is a rousing, old-fashioned, value giving sale.—*Abraham & Straus, Brooklyn, N. Y.*

GENERAL INTRODUCTIONS

Proof of the pudding. A store may claim almost anything if it has conscience little enough or enthusiasm large enough. But the final test—the proof of the pudding—is growth. A store's growth is measured by the public support it gets and public support is based on a store's good service every time—on its usefulness in the community. Bigness is not always growth. Some stores have thought so and put up immense buildings and filled them with goods. The aisles still echo with emptiness. Those stores have not proved themselves by service and so they do not grow. The wonderfully increased business that has come to this store in the past year is specially satisfactory because it shows that we are working on right lines. It proves that steady insistence on the best goods, on the smashing of shams, on good, careful, accurate service, on the lowest prices—that that sort of thing tells. Great plans are afoot for the new year—are already beginning to show from day to day. We mean to make still better in the future a service which has always been the best in Brooklyn.—*Fred Loeser & Co., Brooklyn, N. Y.*

Erasing all thoughts of profit from our mind.—*H. J. Porter & Co., Augusta.*

Crowded for room, but here with the goods at the right prices.—*The Fair, Des Moines, Ia.*

The emptying out sale clears up the atmosphere and makes it easy for us to "sail" into the autumn business in a few weeks in the finest possible fighting trim.—*Jones Dry Goods Co., Kansas City.*

The fine art of masterful merchandising lies in attaining a lower price without sacrifice of excellence. That has been the watchword of this great business. And so it follows we need no expediency to emphasize that truth. Comparisons sustain the claim that we are never undersold.—*The H. S. Fall Co., Simcoe.*

If we were willing to carry over any goods in any department from one season to the next, then mingle them with the new goods and sell the whole stock as perfectly fresh, perhaps we would not care to call your attention so repeatedly to the fact that all our goods are the latest from the hands of the manufacturers. There is nothing kept over here—everything is sold at one price or another—this fact makes end-of-season opportunities for those who are willing to wait, but most important of all, those who buy in season may confidently rely upon buying the newest, the latest, the best. The new spring attractions may be seen in every department of the store,

GENERAL INTRODUCTIONS

they permeate every nook and corner. Herewith we'll tell you the story of some of them.—*The Scott Dry Goods Co., Cleveland, O.*

Items that point the way to economy.—*Wm. Hengerer Co., Buffalo, N. Y.*

Wednesday winners for keen shoppers.—*Reed Bros. & Lennon, Milwaukee.*

A flood in merchandise.—*Cohen's, Richmond, Va.*

Appetizing August bargains!—*Barie's, Saginaw, Mich.*

Profits are clipped close to the cost line.—*Bass, Atlanta, Ga.*

The bargain iron is hot.—*Austin Bros., Westfield, Mass.*

Comfort at bargain prices.—*Scranton, Wetmore & Co., Rochester, N. Y.*

Rare economizing opportunities.—*A. M. Rothschild & Co., Chicago, Ill.*

Flood tide in the bargain list.—*Eastman Bros. & Bancroft, Albany, N. Y.*

Clearing the decks for autumn.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

A blaze of bargain giving glory.—*Whitehouse Dry Goods Co., Spokane.*

There is a time for all things, this is the time for bargains.—*Kern's, Detroit.*

Another wave of wasting reductions sweeps over the store.—*The A. T. Lewis & Son, Denver, Col.*

The magnet that draws people to this establishment is splendid values.—*Scroggie's, Montreal, Can.*

Midsummer bargains are ripe at the popular shoe store and choice pickings await our visitors.—*Gould, Lee & Luce, Buffalo, N. Y.*

Marvelous values, matchless offerings. Powerful drives are in abundance throughout every department.—*Stewart Bros., Columbus, O.*

Important sayings in little things.—Just a matter of a penny here and a nickel there—but the aggregate saving is worth talking about. And the best of it is, it is safe saving. The goods are not cheapened nor their qualities cut. It is only the price that is affected.—*The Edward Malley Co., New Haven.*

The big midsummer sale extends into the month of August. Selling out of summer goods becomes more vitally necessary as the fall season appears on the horizon and nearer at hand. Prices are lowered to a still lower point and reductions will continue in force till every dollar's worth of warm weather merchandise is gone.—*Symons, Butte.*

A speedy boiling down of summer stocks.—*J. Mickleborough, St. Thomas.*

Save money.—The first rung of "fortune's ladder" consists of hard work; all the other rungs of systematic saving. Presuming you are on the first rung, we suggest that if you are not already trading here to commence to-morrow. Our money-saving prices will help you to climb fortune's ladder faster than any other merchant's prices in Kansas City.—*M. Quinn, Kansas City, Mo.*

We are getting ready for a great autumn business; and, as a result of these preparations, our customers are securing values that are almost unprecedented—our removals, rearrangements and betterments are bringing a host of good things to the front daily. The new Filbert Street Cross Aisle is always full of interest to economical buyers.—*Straubridge & Clothier, Philadelphia.*

We have no old merchandise to unload on the public. We turn stocks over so rapidly that nothing ever grows stale in The Big Store. Or course, there are innumerable bargains that are never hinted at in the newspapers. But they blossom all over the store, and those who shop with alert eyes obtain many choice prizes.—*Siegel Cooper Co., New York.*

We have the goods and will name prices as low as any store in central Illinois can name and live. No matter what you want. A few moments of your time spent in our store while down street shopping will convince you that this is the store to spend your money and go away happy.—*Clarke & Co., Peoria.*

We are ready with everything that can be required for every member of the family, stocks of seasonable merchandise.

An early day and early at it—that's the secret of good Christmas shopping.—*Stearns, Williamsport, Pa.*

A premium for your presence here at once, fathers and mothers.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

To judge the value of these garments by the accompanying prices is to woefully misjudge them.—*L. S. Plaut & Co., Newark, N. J.*

It will pay everyone to look over the new goods, whether one buys or not, as there may be something you want or you may get some idea that will be of value.—*William S. Ford, Evanston, Ill.*

The "Gifts from Wiss."—There's a threefold pleasure choosing all gifts here! The tasteful, attractive, time-saving way the various lines are shown. The remarkably large varieties in which each class

of goods appear. The newness of all designs and moderateness of prices asked.—*J. Wiss & Sons, Newark, N. J.*

If conditions were reversed and you were running this store instead of us, what changes would you make in our business methods?

If you've traded here, you'll be able to answer this question. If you haven't—why haven't you?—*Leopold-Morse Company, Boston, Mass.*

That merriest morning of the year, when members of the family come together with gifts in their hands is drawing near. We have now entered the Christmas month, and time is flying like a sleigh over the sparkling snow. Promote your own comfort by calling at the Lambert store this very day.—*Lambert Brothers, New York, N. Y.*

The splendid savings offered during this sale are a great attraction of themselves. They represent just that much money in your pocket, for if you could purchase designs as pretty as ours elsewhere you would find them decidedly higher in price. You can prove these facts if you take the trouble to compare.—*Rosenbaum Company, Pittsburg.*

Low prices here don't mean cheap goods. Not a bit of it. We use the term "low prices" in the comparative sense only. Some goods are too cheap for us to handle, others too dear—in neither case do you receive proper returns for money expended. You can shop here with the full assurance that you are getting one hundred cents' worth of value for every dollar spent.—*Gasky's, Pittsburg, Pa.*

To relieve congestion in our stocks we're selling without profit—even at a loss. Inconsistent, you may be inclined to say, but then many's the act of the progressive merchant that seems not compatible with the laws of trade, but is, just the same. As desperate diseases require desperate remedies, so do conditions contrary to the welfare of a mercantile organization require forceful and stirring action. Stock congestion is not good. It's a case of too much being as bad as not enough. To relieve this congestion, we're selling goods without profit, and in many instances at a loss. We consider it wise money losing, for it relieves us of an uncomfortable position, at the same time giving to you the season's best merchandise at a marked saving.—*Kaufmann's, Pittsburg.*

New things for spring at the home store.—*The Bowland, Morehouse & Martins Co., Columbus, O.*

GENERAL INTRODUCTIONS

We do lots of business, and the reason why, is because honesty is our motto.—*The Columbine Music Co., Pueblo, Colo.*

Our methods of doing business: Quote the very lowest prices. Quality the best, in consistence with price. Easy paying terms, to suit everyone. Things we always aim to do: Treat everyone courteously, make all purchases satisfactory. Make permanent customers from every sale.—*People's Furniture Store, Des Moines, Ia.*

Our individuality. Without decrying what other stores do not do, we ask the public to judge us as to ourselves alone. We may make some mistakes, but we are always willing to rectify them—for it is a fundamental principle of our business to deal frankly, truthfully and honestly with all.—*The Hamburger Store, Los Angeles, Cal.*

If you have more than one purchase to make, ask the first salesperson for a transfer book. She will enter your name and address on it, and on the sales slip of the article you buy. Each time you make a subsequent purchase, it will not be necessary to give your name again or any directions. The salesperson will simply tear off one of the numbered pasters in the transfer book and put it on your package. So you go through the store—no paying or waiting for change, no packages to carry, none of the little annoyances that sometimes make shopping tedious. When you are through buying, any aisle man will direct you to the desk where the whole bill may be settled at once, and you may either have all your purchases to carry with you or have them sent through our delivery. If you have a charge account, or the goods are to be sent C. O. D., it is not even necessary to do that. Any aisle man or salesperson will take your transfer book and see that it gets to the right person. The transfer is a convenience for you and for us, too. It enables us to collect all your packages together and deliver them in one lot—the very first delivery after we get your transfer book back. It enables you to save all the time usually spent in repeating your name and address and in waiting for change. It is a bit of the store service that should be more universally used.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"Bring those colors back to the line," roared the captain in one of the great battles of the Civil War to the dauntless color bearer, who had gone far ahead of his company. "What's the matter with bringing the line up to the

colors?" was the retort. This store long ago was too small for the business going on. Good old friends said, "Spike your guns, hold your ground and take things easy." "No," was the reply, "there is too much to do that's worth doing. You can't bottle up the sense and enthusiasm of the men and women who lead this business." And now the building is being brought up to the business. Last year the same lazy advice came again. "Let the business halt—temporarily while rebuilding—you can regain it all afterwards." Remembering that color bearer again, we said: "There is something in this business that won't let it stand still." "It is going on, and on, and on; we must keep pace with it by providing quarters somehow," and with all the condensing and shifting about during the past year the business still forged ahead month after month, the June just closing being far ahead of other years.—*Wanamaker, Philadelphia, Pa.*

Invincible bargains.—*F. Auerback & Bro., Salt Lake City, Utah.*

Tremendous bargains.—*J. M. High Co., Atlanta, Ga.*

A whirlwind of bargains.—*The Kleinhans Co., Buffalo, N. Y.*

Brimful of economies.—*Hoyt, Kent, Sefton Co., Cleveland, O.*

Crowd-bringing attractions.—*Frederick Loeser, Brooklyn, N. Y.*

Wantable warm weather wearables.—*The Utica Clothiers, Des Moines, Ia.*

Carnival of bargains.—*D. W. Downey, Brockville, Ont.*

The stock is metropolitan. The styles cosmopolitan. The prices are at the minimum of market.—*The Nebraska, Kansas City, Mo.*

A "look in," and a "try on," and the result will be that you will walk out and be well pleased.—*James Williamson, Peterhead, Scotland.*

Crowds come for vacation needs.—It's a big and busy week. The idea of holding a week of special vacation and recreation supply sales at this time is unique, and has met with great favor. All the departments of the store featuring merchandise appropriate to the season are incessantly busy. People who are going to the mountains, the seashore or out into the country are tramping here for the many things they will require. Some come for toilet preparations, others for cooler clothing, straw hats, lighters shoes, belts, corsets, under clothes, bathing suits, cameras, game outfits and the many other things needed.—*Siegel Cooper Co., New York.*

GENERAL INTRODUCTIONS

Tremendous eruption at the novelty store.—*The Novelty Store, Bangor, Me.*

All over the house marvelous values are cropping up.—*Bon Marche, Washington, D. C.*

Bouncing values.—*The National, Columbus, O.*

Success-assuring sale of sales.—*Wm. Doerflinger's, La Crosse, Wis.*

An August whoop 'em up sale.—*D. Roy Bowlby, Davenport, Iowa.*

Bargain spots in every stock.—*Boston Store, Binghamton, N. Y.*

The bargain bell is ringing.—*Old South Clothing Co., Boston, Mass.*

Values given that are absolutely unparalleled.—*Gusky's, Pittsburg, Pa.*

A quick telling for hasty selling.—*Whitehouse Dry Goods Co., Spokane.*

These items bespeak money-savings of the most vivid character.—*Livingston Bros., San Francisco, Cal.*

Ideas, force desirable merchandise to the verge, and prices shrink accordingly.—*The New Store, Minneapolis, Minn.*

More solid bargains to the square foot here than you'll find anywhere up and down Brooklyn.—*Batterman's, Brooklyn.*

A brilliant period of peerless retailing. Every item a marvelous value, allowing savings sensational in the extreme.—*The Leader, Butte, Mont.*

School helps at lowest prices.—Let the boys and girls do their own shopping. They enjoy and profit by the experience. We have gathered together in generous variety every known help that will make school work easy and pleasurable. Prices, too, are the lowest possible.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Presto, the transformation is complete, summer has gone, autumn has come. More packed than ever, this store presents an autumn dress with things suitable to the season. But we haven't forgotten the power of little prices, and the force that will blow this grand stock to scatteration all over this county are the littlest prices in New Jersey or New York.—*Gilmore & O'Keefe, Jersey City.*

The first of February has come and gone, with a complete change in the management of this business, and yet nothing suggestive of fireworks. We were told it would be a mistake to do things quietly, that what Montreal needed was a thorough awakening, and that everything depended on the way we started out. Perhaps so, but if we do things different from that it'll be to do

things better; and before the year gets very far advanced we shall give substantial evidence of what we can do. Instead of waiting for changes and improvements we start right in doing business with practically the same goods and people. Because of our determination to open up the spring's business with an entirely new stock, our particular attention is just now being given to the immediate disposal of such goods as are at present in the building. No matter what their apparent value may be they are being priced for an immediate sale.—*The John Murphy Co., Ltd., Montreal, Can.*

Quality is the fundamental principle in good storekeeping as in farming.

It costs no more, in the transportation, handling, warehousing, insurance, number of people employed, display and advertising, for good qualities than for poor.

Dealing may safely be closer in good quality stuffs; quantities may safely be larger; satisfaction and good-will will assuredly be greater.

Quality is our watchword!—*Wanamaker's, Philadelphia, Pa.*

A little talk on quality.—There are a great many places where you can buy goods at extremely low prices, but experience, except in rare exceptions, teaches us that the goods are worth no more than the low prices paid for them.

Sometimes we wonder when reading in others' advertisements glowing descriptions of articles that they are selling, but when these goods are compared with our line of the same articles ninety-nine cases in a hundred we don't wonder long. Ours has the quality—theirs has not.

Price is only one of the things to be considered, for if you fail to get the quality you simply throw away good money, no matter how small the amount may be. Therefore, our policy is, and always has been, to sell the Right Quality at the Right Price, and you find invariably that a lower price than ours means also a corresponding lower quality. It is the combination of prices and quality in which this store is strong.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Test it as you will, you'll find my work will please you.—*W. F. Kabley, Fall River, Mass.*

There's no use disputing about tastes—especially if they are my tastes.—*The Shopper's Philosophy.* Take these chances while they last.—*Edw. Malley Co., New Haven, Conn.*

GENERAL INTRODUCTIONS

ICE CREAM

"Ah!" he said to her, over their ice cream, "it is very sweet, but not so sweet as you."

"It is soft," she returned promptly, "but not so soft as you."

"And it is cold," he concluded, "but not so cold as you."
—Philadelphia Press.

A couple of spoonful of our ice cream will convince you that it is a product of exceptional excellence. It is at once absolutely pure and of choicest flavor—delicious. Made from rich, wholesome cream and finest fresh fruit, and contains not an atom that is in the smallest degree deleterious. Quality never varies. 'Twill tickle the most fastidious palate.
—The Columbus Ice Cream Co., Columbus, O.

Keep cool in warm weather.—Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.

Strawberry and chocolate ice cream. We are serving strawberry and chocolate ice cream which we believe cannot be equaled anywhere, at least at the price we charge. Our strawberry is flavored with the very best native berries, carefully picked over and crushed by ourselves, the flavor they impart to our ice cream is delicate and delicious. 10 cents. Our chocolate is absolutely distinct from any chocolate ice cream made anywhere to-day. It is full, rich, perfect in flavor and is acknowledged by lovers of this flavor to be the best they ever tasted, from the Atlantic to the Pacific. 10 cents.—The Two Cooper Drug Stores, Plymouth, Mass.

Sundaes are delicious confections. Fruit syrup or ice cream. Probably you know them well. Who invented them is uncertain, but you can get the best at our fountain. If you have never tried one, you owe yourself a treat, and we envy you the new pleasure in store for you.—Towne, Secombe & Allison, San Bernardino, Cal.

Ice cream. Take a barrel home to the children. Pure ice cream is good for the children. It is refreshing, nourishing and healthful. They will enjoy it, too. Balduff's little barrels of ice

cream are filled with three flavors of ice cream. Made from pure, sweet cream received direct every morning from Balduff's private dairy station. It is highly flavored with pure flavors and packed in the little barrels so that they will keep hard for a long time on a hot day.—Balduff, Omaha, Neb.

Ice cream. There's such a difference in ice cream that anyone who has tasted Watson's always insists on getting it. That is why we are so careful to have all our ice cream right up to standard. Ask for Watson's. Your dealer should have it. Brick ice cream sold at all our stores.—Watson's, Winnipeg, Can.

Strawberry college ice as served at our fountain is most delicious. Fresh, ripe strawberries crushed and served with our "Cooper quality" ice cream make a combination both tempting and satisfying in the extreme. Everything served at our fountain is of the highest quality, prepared in the most painstaking manner, and guaranteed to please the palate or no money.—The Cooper Drug Co., Plymouth, Mass.

A good dessert diminishes the disappointment of a hurriedly prepared menu—it increases the enjoyment of the most elaborate dinner. Our ice cream makes a delicious dessert. It is pure, wholesome, and we take pride in maintaining quality unsurpassed in frozen dainties. Easy to get. Convenient to serve.—The Palm, Spokane, Wash.

We stand for purity of food standards, and give our hearty indorsement to all "pure food laws." Aside from richness of taste and delicacy of flavor, we desire to impress upon our customers the purity, wholesomeness, digestibility and healthfulness of our products. We know they are pure. Every ingredient is tested for its purity and nourishing quality. You just try one order and there will be no room for argument. Special prices for charitable purposes.
—Pure Food Ice Cream Mfg. Co., Jacksonville, Fla.

ICE CREAM

Strawberries and ice cream for dessert is the ideal palate tickler for a summer or spring dinner. We will serve it to you at our ice cream parlors or send you ice cream in any flavor or in any quantity desired, and delivered at your door.—Ragsdale & Everhart, Sherman.

You simply can't think of anything more appetizing and delicious than a plate of our ice cream or water ice—unless it's two plates. And your initial spoonful will call loudly for more. Others have said it—you will say it when you have tasted and tested Ragsdale & Everhart's cream. Glad to have your opinion first time you're this way. Order by mail or 'phone. Try a sample at the People's Pharmacy.—Ragsdale & Everhart, Sherman, Texas.

Brick ice cream for sale at our stores. Our ice cream will be found up to our regular high standard of excellence, and this at a time when many find it impossible to obtain cream, speaks volumes. We have made arrangements whereby we can obtain plenty of cream all summer.—Watson's, Winnipeg, Can.

My ice cream is absolutely pure. Ice cream—good ice cream—is recommended by physicians the world over as a food, which, for the purpose of keeping the stomach toned up and the nerves in shape, cannot be duplicated. Any taste suited.—F. E. Kruse, Binghamton, N. Y.

Superior quality of ice cream is soon appreciated, as shown by the increased demand for our ice cream in the short time we have been catering to the family trade. When you wish to serve pure, smooth ice cream call Main 500.—The Palm, Spokane, Wash.

Four degrees below zero inside a package of Busy Bee Perfect Ice Cream. The coldness of the cream is only a small part of its goodness that comes only from pure, rich cream and the juice of ripe selected fruits.—The Busy Bee, Columbus, O.

Fruited ice cream. Pure, rich ice cream, our own make, with crushed fruit dressing. The most delicious and satisfying combination. Try this dish at our fountain.—Towne, Secombe & Allison, San Bernardino, Cal.

Thank you kindly for the fine trade you gave us on the ever glorious Fourth. And although terribly tired out, we desire to say to you, that the place where all the good ice cream consumed yesterday, came from, is still open and hopes for a continuance of your favors.—Hall & Co., Binghamton, N. Y.

There are as many grades of ice cream sold in Columbus as there are makers. Most dealers make more than one grade, but it has been the policy of the Busy Bee to make but one grade, and that the very best. We use nothing but rich cream, pure sugar and flavor. No milk, cornstarch or gelatine in Busy Bee creams, and no chance of a mistake in getting second quality cream.

People once had an idea that ice cream was for summer only. It's different now; and if you want something new, make some Nutro-Crisp ice cream. It has a peachy flavor, and at the same time reminds you of Nesselrode pudding. Now we know you'll try it.—T. E. Burns Company, Knoxville, Tenn.

Special Sunday Dinner Desserts.—Our Neapolitan ice creams are made special to your order. The choice of flavors for your special blending may include any three creams and an ice. Some of the favorite creams are peach, bisque, nougat, pistachio, caramel, chocolate, strawberry and vanilla. The favorite ices are lemon, orange, pineapple, strawberry and tutti-frutti. Each brick of Neapolitan is wrapped in waxed paper, placed in a cardboard box and packed in a special freezer that requires no contact with the salty ice or water when serving the cream. Six good sized slices can be cut from a quart brick. Neapolitan creams are 50c per quart, \$1.75 per gallon. Plain bulk creams are 40c per quart, \$1.25 per gallon.—The Busy Bee, Columbus, O.

Ice cream.—With complete satisfaction in every spoonful—that's the only kind we make. It has that smooth, rich taste of pure Jersey cream; the flavor is the best vanilla bean and choice crushed fruits.—The Columbus Ice Cream Co., Columbus, O.

Keep cool in warm weather.—Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.—Franklin's, Salt Lake City, Utah.

Your Sunday Dessert.—What shall it be and where shall it come from? Wiley's, if you'd like a dessert that would be in keeping with your good dinner.—Wiley's, Atlanta, Ga.

You can't fool all the people all the time. They know that the ice cream that comes from my place is the best and that neighbors and friends all enjoy it.—Fred Kruse, Binghamton, N. Y.

ICE CREAM

There is nothing so cooling and refreshing as a dish of Busy Bee perfect ice cream. It is made with pure, rich cream, flavored with the finest vanilla and juice of ripe, choice fruits. For your picnic or an afternoon at the park, take a brick of our Neapolitan.—*The Busy Bee, Columbus, O.*

With complete satisfaction in every spoonful—that's the only kind of ice cream we make. It has that smooth, rich taste of pure Jersey cream; the flavor is the best vanilla bean and choice crushed fruits.

A drop of flavor is a small thing, but it makes a great difference in the taste of ice cream or ices. That's why our ice cream is in such demand, because every quart of it is made under our supervision and we know how. Then you are sure of its purity as nothing but rich Jersey cream, flavored with pure fruit juices or vanilla bean is ever used in the making. Can't we send you a trial order? 500 different flavors and combinations. Special designs and emblems for every occasion.

Picture of happiness that is produced by ordering our ice cream. We deliver any flavor in any form to any part of the city. Nothing more healthful for the children than our pure, smooth ice cream. We would be pleased to receive your order for dinner to-day.—*The Palm, Spokane, Wash.*

Let your next dessert be one of our frozen dainties.—For the reception, the swell dinner and for all occasions that require a dessert, your selection could not be better. It will be in keeping with your elegant menu. Our ice cream and ices are simply delicious—in fact, the best that can be produced from the purest cream and finest ripe fruit juices.

Ice cream lusciousness for the Sunday dinner is assured by ordering a quart of Busy Bee peach ice cream; the most delicious combination of peaches and cream. Ripe, choice peaches are frozen with thick, fine flavored Jersey cream, and the result is a dessert that for flavor and creamy richness is unrivaled.—*The Busy Bee, Columbus, O.*

Freel's O. K. ice cream. I have started a wagon which will visit all portions of the city, supplying best grade of ice cream ordered by 'phone or direct from wagon. Other goods—bread, pies, cakes—will also be delivered by this wagon when ordered by 'phone, but the wagon will carry ice cream only unless ordered specially.—*O. K. Freel, Alliance, O.*

There's a difference in ice cream as in everything else. The cream we are plac-

ing before the public is beyond question absolutely pure. It's made under the personal supervision of an expert, with as much thought and care as though made right in the home. This is worth a great deal to people who like to be sure about what they are getting.—*T. S. Lawrence, Norfolk, Va.*

Crushed strawberry ice cream made with the fresh fruit. There is nothing so altogether fine and exquisite in flavor as crushed strawberry ice cream.—*The Busy Bee, Columbus, O.*

Treat yourself and your family to some of our delicious ice cream. It's purity and richness surpass that made by any other house. Every process of the making is done in absolutely clean vessels and all the high quality of the fine ingredients we use are retained.—*Spokane Bakery and Confectionery Co., Spokane, Wash.*

Now try our ice cream! It cools and invigorates. You can eat all you want of it without fear, because it's pure and good. And it's rich, too—you never ate richer. Many, many flavors—the popular ones—ready to serve at your bidding—at our cool rooms or at your own house.—*Fox & Adams, Bangor, Me.*

Strawberry ice cream. The choicest selected strawberries and bananas make these two flavors of our cream especially fine. Our pineapple, vanilla, chocolate and others are the best of their kind.

Ice cream weather! And that means that we do not intend that our output will suffer this year by contrast, any more than formerly. French Delmonico a specialty. Maple frappe is something new and delicious. It is original with us, and if your lawn party or reception doesn't have it on the menu card, you have deprived your guests of a toothsome bite.—*Hall & Co., Binghamton.*

That superb ice cream. The one everybody praised last year, but better this season, if possible, than ever before. Made from rich, pure cream, flavored with real fruit flavors. We make it ourselves and we do not believe ice cream could be more wholesome and delicious. Try it at the fountain. Served plain or with our sparkling ice cream sodas.—*Sawyer's Pharmacy, Schenectady.*

"How do you always make it so good?"—Scores of people have asked us that about our ice cream. The secret of it all lies in using very purest of cream, flavoring, etc., in freezing it thoroughly and in serving it daintily. Whenever you want ice cream—at home or down town—we'll serve you promptly.—*Fox & Adams, Bangor, Me.*

ICE CREAM

A very agreeable surprise is in store for anyone who has not yet tasted our ice cream. No one can help but be delighted with this pure cream, true-fruit-flavored ice cream. We deliver ice cream anywhere exactly on time as ordered and in any quantity.—*Towne, Secombe & Allison, San Bernardino, Cal.*

You never get tired of our delightful ice cream, made from purest ingredients; It's always of a uniformly high quality. Absolutely pure, wholesome and delicious. All flavors of selected fruit juices—cooling, refreshing, soothing. Try it once, and—well, no more need be said. If you want something fine in ice cream, order from us next time. 40c quart delivered.—*Hoefler Ice Cream Co., Buffalo, N. Y.*

The ice cream we make is rich, smooth and wholesome. Pure country cream and natural fruit flavoring. Long experience in the art of cream making, a desire to establish an enduring business by giving you the best that can be produced. This explains why K. & E. ice cream is becoming so popular and gives such universal satisfaction.—*Kleeman & Enos, Spokane, Wash.*

Ice cream to be healthful, must be pure. Pure ice cream must be made from pure cream, pure flavor and the best grade of sugar. Nothing else is required when the above is used. Avoid imitations made from milk, cornstarch, sea moss and various coloring matter. Hygeia is purity of the highest standard. Ask for it. Served at all leading fountains. Made by *Tacoma Hygeia Milk Co., Tacoma, Wash.*

Pure, sanitary is every product we put out. Our ice cream is the finest manufactured in the city. Unexcelled for table use, socials and parties. Prompt deliveries at any time and place. We deliver the richest and most sanitary milk and cream in the valley, with daily deliveries.—*A. Doyle & Co., Saginaw, Mich.*

Much obliged for the big response to our Saturday special. We will try it and keep making them better and better all the time. When you have that little lawn party you have been thinking about, don't forget that it will be hardly complete without our ice cream.—*Hall & Co., Binghamton, N. Y.*

Hildebrecht's ice cream is smooth, but not of the smoothness which tells of ar-

tificial endeavor. It's rich, with the richness of pasteurized cream from a registered Jersey dairy, and ideal making. It's pure—absolutely. It tells, with the first spoonful you taste, of the efforts we put forth to make it the synonym of unexcelled and unapproached goodness. Have you tried it?—*Hildebrecht Catering Co., Trenton, N. J.*

What is more delicious as a dessert at home or picnic than our deliciously pure ice cream? Orders, whether they be large or small receive our prompt and careful attention, assuring perfect satisfaction in every instance. Don't forget that we are also prepared to fill all orders for the richest cream and sweet milk.—*Erie County Milk Association, Erie, Pa.*

If your children love ice cream why not order the ice cream that is made of thick, rich cream and is absolutely pure?

There is no more refreshing, nutritious and palatable summer food than pure ice cream. Children thrive on it, fever patients find it a splendid diet, doctors recommend it, and we make it out of pure, rich cream, the best of sugar, the finest of vanilla and the juice of ripe, selected fruits. It's a pity to have anything so good as ice cream made with half milk, gelatine or cornstarch.—*The Busy Bee, Columbus, O.*

She smiles with delight and so do all the patrons at Lilly's Ice Cream Parlors, where ice cream is served that is calculated to tickle even the most fastidious taste, made from the very purest and choicest of cream and fruit flavors, containing nothing in the smallest degree unhealthful. It is both delicious and wholesome.—*Lilly's Victoria, B. C.*

A drop of flavor is a small thing, but it makes a great difference in the taste of ice cream or ices. That's why our ice cream is in such demand, because every quart of it is made under our supervision and we know how. Then you are sure of its purity as nothing but rich Jersey cream, flavored with pure fruit juices or vanilla bean is ever used in the making. Can't we send you a trial order? 500 different flavors and combinations. Special designs and emblems for every occasion.—*The Columbus Ice Cream Co., Columbus, O.*

ICE CREAM

OYSTERS

The autobiography of an oyster.—I am born without jaws or teeth; but I've got fine muscles, liver and a heart. In each year of my life I produce 1,200,000 eggs; each of my children is 1-120th of an inch in length; so, 2,000,000 little ones can be crowded into a space of one cubic inch.

I am ready for the table in from one to five years after birth. You will never find me in cold parts of the world. I dislike cold. In Ceylon I sometimes grow to a foot in length. One of me there makes a stew, when I am half a foot broad. I am not of much account in England, unless I am imported there from America. It makes me very sad to think of fetching up in the Strand—I, who was discussed by Tiberius and Julius. I have been the cause of much bloodshed. Men fight fierce battles for me all along the American coast, the Italian, and the coasts of Kent and Essex.

If you eat me raw you are not at all likely to regret it, for I am in a raw state very nutritious and easily digested. As a fry I am inclined to be uninteresting and heavy. So few know how to fry me. I am about the only animate thing that can be eaten with impunity in a raw state. Parasites cannot exist in me as they can in chops and steaks and fruits. I am a pretty good friend to man. And to woman. Look at the pearls I've given her. Thackeray has compared me in a raw state to a new baby. Yet I never kept him awake nights.

I'm not half bad in a stew; but as a roast in the shell all the poetry in me comes out. Then I sizzle with emotion, in butter, red pepper and a little sauce. The clam is like the driver of a hansom cab then—not in it with me. The clam! That commonplace fellow! I avoid him as much as possible. I am not a snob, nor yet a cad, but I really must not be expected to fraternize with the clam, nor can I discuss him. The line must be drawn. He's not in the Four Hundred. Well, I am.—Blue Pointe.—Wm. F. Libbey, New York.

In the first rank the oyster finds its place. It's appreciated alike by the untutored savage and the cultured bon vivant, for the simple reason that it's delicious, nourishing, strengthening—and we furnish it in its best estate—fresh, tender, juicy; to be eaten raw,

fried, stewed, broiled, roasted, or any way you prefer it. Remember that our demand is such that we have no left over stock, and every day's supply is just from the shell, where it was alive.—American Fish Co., Sacramento, Cal.

Mill pond oysters. The aristocrats of oysterdom need no introduction to oyster lovers. They're medium in size—plump—and have a flavor that places them in a class by themselves.—Hildebrecht's, Trenton, N. J.

The oyster season opens with September. The oysters we use are of fine flavor and good size. We serve them in many ways. A busy bee Baltimore broil on toast is a favorite.—The Busy Bee, Columbus, Ohio.

Deep sea oysters shipped to us daily in sealed packages. No other dealer in this city has an oyster trade as large as ours and we attribute this growth in our oyster business to the quality of the oysters we sell. Always during the oyster season you will find here the varieties common to this part of the world and if we supply you, you will have no complaint to make on the quality.—Heagerty's, Binghamton, N. Y.

Not everybody knows the difference between the oysters fresh from the oyster beds and those which have laid around a cold storage house several days, or weeks, before being shipped. If you are an oyster connoisseur and want only the freshest and most luscious bivalves send your order here—then you can make your own comparisons.—Price Fish Co., Rochester, N. Y.

We lead in sea food and our leader is Oysters. You could not get better oysters in Baltimore than we serve right here in the heart of Chicago. Our oyster shipments come direct from the coast daily by express and the bivalves are packed in special packages iced for the trip. Two days after our oysters are removed from the bottom of the sea you can enjoy them in your home—that's just the right length of time, we are told, to make the oyster perfectly edible.—Morton's, Chicago, Ill.

Oysters! Oysters! Season's open today. We're all ready with fresh-from-the-coast oysters of the finest quality. Never saw oysters better at the opening of the season than this year. You'll say so too if you send your order here.—Fulton Market, Pittsburg.

OYSTERS

PHRASES

A bargain harvest.—Badger's, Baltimore, Md.

Another bargain budget.—Adams Dry Goods Co., New York.

Big dump sale.—S. Heyman's, Newark, N. J.

Saving opportunities extraordinary.—A. M. Rothchild & Co., Chicago, Ill.

Bargains that defy all competition.—McWhirr's Emporium, Fall River.

The bargain sparks fly thick and fast.—Austin Brothers, Westfield, Mass.

The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—Jones Dry Goods Co., Kansas City, Mo.

Bargain gems.—The Anderson Co., Buffalo, N. Y.

Enticing values.—Adams D. G. Co., New York.

Huge values.—L. S. Plaut & Co., Newark, N. J.

Mountains of bargains.—The Globe, St. Louis, Mo.

Unmatchable bargains.—The Hub, Kansas City, Mo.

Cozy items.—A. D. Matthews' Sons, Brooklyn, N. Y.

More Monday messages.—Goodfellow's, Minneapolis, Minn.

Business boomers.—The Metropolitan Dry Goods Co., Saginaw, Mich.

An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment.—M. Kelvey's, Youngstown, Ohio.

Happy Chance for frugal folks.—Campbell's, Pittsburg, Pa.

The mightiest sale of a decade.—The Fair, Baker City, Ore.

A convulsive of convention bargains.—W. R. Bennett Co., Omaha, Neb.

A blending of elegance and economy.—The Broadway Dry Goods Co., Los Angeles, Cal.

The store will be bristling with bargains.—The Gamble Desmond Co., New Haven, Conn.

A bevy of bargains.—Goodfellow's, Minneapolis, Minn.

Sizzling hot bargains.—Cohn's, Salt Lake City, Utah.

It is practical economy to buy at Saunders', Victoria, B. C.

Odd pickings from the countless bargains.—W. B. Penn, Bowerston, O.

A few Saturday hot shots.—Royce Dry Goods Co., Kansas City, Mo.

Every item a fighting argument for Hale's.—Hale's, Los Angeles, Cal.

There's a steady roll of bargains here.—The People's Store, Taylorville, Ill.

A veritable harvest of bargains.—Household Credit and Auction Co., Pittsburg, Pa.

More stalwart evidence of the dollar's buying power.—The Boston Store, Milwaukee, Wis.

The Power of Your Money Never Commanded so Much as Here.—Goldenberg's, Washington, D. C.

Quantities are enormously reduced, but values are as great as ever.—The Robert Simpson Co., Toronto, Ont.

Ransacking sale.—Imperial Dept. Store, Altoona, Pa.

A bulletin of store doings.—Kaufman's, Pittsburg, Pa.

Astounding bargains in every section.—Bergner's, Peoria, Ill.

Sale interest is at fever heat here.—Goldenberg's, Washington, D. C.

Another aggregation of choice bargains.—J. N. Adam & Co., Buffalo.

The Paramount under price sale.—Stickley-Brandt Co., Binghamton, N. Y.

The most unmerciful slaughter sale.—Garbode, Eibaud & Co., Galveston, Tex.

Thirty flashes from Boston's bargain center.—Houghton & Dutton, Boston.

A Monday marshaling of forceful facts.—Frederick Loeser & Co., Brooklyn, N. Y.

Fresh ammunition from the many sales at our store.—Wanamaker's, Philadelphia, Pa.

Our message points the way to economy and satisfaction.—Cobb, Bates & Yerxa, Taunton, Mass.

An assemblage of amazing after-inventory economizing opportunities.—Siegel Cooper Co., Chicago, Ill.

Bargains galore.—Ben Spears, Memphis, Tenn.

PHRASES

Plumpest values.—*Schipper & Block, Peoria, Ill.*

Peerless offerings.—*The Leader, Minneapolis, Minn.*

A keep-busy sale.—*W. C. Loftus & Co., New York.*

An aggressively conducted price reduction sale.—*Kaufman's, Pittsburg.*

Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*

Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*

Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*

Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*

When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*

It pays to trade at Day's, Peoria, Ill.

Bargains with a great big B.—*Boone's, Fall River, Mass.*

Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*

Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*

Trade-inspiring chances.—*Boston Store, Milwaukee, Wis.*

Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*

An aggregation of values.—*Columbus D. G. Co., Columbus, O.*

Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*

Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*

This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*

Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*

Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*

November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*

Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*

If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*

Jaunty, picturesque creations.—*Man-del Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*

There can only be one best store.—*Perlmutter's, Jersey City, N. J.*

Where your money buys most.—*Happ & Marks, South Bend, Ind.*

Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*

We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*

What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*

If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*

"Always the best of everything for the least money." That's our store motto.—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*

"I undersell."—*J. W. Jennings, Washington, D. C.*

"Sellers of good clothes."—*Sisson & Sewell, Milwaukee, Wis.*

"Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*

"If they're Rich's shoes they're proper."—*B. Rick's Sons, Washington, D. C.*

"If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*

"Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*

An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*

This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*

You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*

Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*

Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We clothe the feet complete.—*Dalheimer, Baltimore, Md.*

"Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*

Counter-crowding values.—*The Gold-enberg Store, Washington, D. C.*

PHRASES

Lookers become buyers at our opening.—*Cheney & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.—

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.—

The best known, best grown, and best roasted coffee.—

Genuine goods, not substitutes or imitations.—

It is our ability to purchase that makes good purchasing here.—

Not to know our store is a misfortune.—

The wise man not only knows a bargain, but he gets it here.—

We work to eliminate faults and fault-finding.—

We lose money on many sales to make our selling satisfactory.—

Watching for what is new and good is a part of our business.—

Things rarely called for we buy to complete our stock.—

Remnants and left-overs go without reference to price.—

We sell the goods, but not the buyers of them.—

We are glad to be told.—
—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Matthews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKelvey's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't allow to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bonafide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advancements.—*Frederick Loeser & Co., Brooklyn, N. Y.*

PHRASES

The most and best for your money.—*Whitehouse Dry Goods Co., Spokane.*

The climax-capping of modern-day buying is depicted in this sale.—*S. Kann Sons & Co., Baltimore, Md.*

Travelers' helps.—All the handy things you need to make your trip a pleasure.—*Wanamaker's, Philadelphia.*

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.—*Barker's, Los Angeles, Cal.*

Every pocketbook will welcome this news!—*Heavenrich Bros. & Co., Saginaw.*

Here you find what you want in such variety as assures perfect conformity to your individual taste.—*Rosenbaum Co., Pittsburg, Pa.*

Comforting news for these warm days. As the thermometer goes up our prices come down.—*Goldberg Bros, Detroit.*

A dollar or two will do.—*Spear & Co., Pittsburg, Pa.*

Get it at Evans's.—*Evans, Druggist, Philadelphia, Pa.*

If you get it at Aaron's, you get it good.—*W. S. Aaron, Altoona, Pa.*

Tempting values.—*The Fair, Muncie.*
Some hot bargains.—*Goldstein's, Youngstown, O.*

Hot weather necessities.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Banner bargain sale.—*T. G. Webber, Salt Lake City, Utah.*

Brisk looking for bargains.—*Hochschild, Kohn & Co., Baltimore, Md.*

A few pointers bargainward.—*Crosby Bros., Topeka, Kan.*

A slaughter of the innocents.—*The Fashion, Bangor, Me.*

A feast of bargains.—*Griffins, Altoona.*

A big barricade of bargains.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

Stylish nobby Summer clothing popularly priced.—*Hamburger's, Los Angeles.*

A sterling sensational sale of new seasonable suits, in which quality and durability predominate.—*The Surprise Store, Pittsburg, Pa.*

We do what we advertise to do.—*George H. Alf, Burlington, Ia.*

We always have what we advertise.—*The W. J. Woods Co., Worcester, Mass.*

When Anderson says so it means something.—*W. A. Anderson & Co., Galesburg, Ill.*

Now's the time to make by spending.—*Wolf Greisheim & Son, Bloomington.*

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.—*The Wanamaker Store, New York.*

A dozen seed thoughts.—*Campbell's, Pittsburg, Pa.*

Watch, wait, wonder. A new ad. very soon.—*J. R. Bradley Co., Reno, Nev.*

Ribbon splurge.
Good ribbon news.

Great waist carnival.
Trade winning values.

Another rousing sale.
Final skirt reductions.

Toilet articles in uproar.
A grand hoisery bargain.

Phenomenal suit offerings.
Grand values in millinery.

Gloves at give-away prices.
Spring's finest coats reduced.

Notice our many "specials."
More odd lines in wall paper.

Visions of summer loveliness.
Marvelous underwear bargains.

Come early for these curtains.
Prices in wool take a tumble.

Rare values in skirts and coats.
Never such values in furniture.

An opportune sale in Cluny lace.
Savings on household necessities.

Unusual values in the linen room.
Rich cut glass for June weddings.

Dress goods and silks slaughtered.
Delightful glove bargains Tuesday.

Profits shaved to the quick in staples.
Prices talk here Monday and Tuesday.

Pretty undermuslins at special prices.
Fashion leaders for women's wearables.

Note these exceptional furniture values.
Great sale of women's and girls' apparel.

Come and see these exquisite white goods.
Fruitful, fleeting Friday only bargains.

Bargain snaps in the juvenile section.
The housefurnishing sale you've waited for.

Here's a whirlwind value in bleached cotton.
An early morning rally to the hoot section.

Unmatchable apparel values for everybody.
Magnificent array of special silk bargains.

Sacrifice sale of carpets, rugs and linoleums.
The finest bargain of the season in white waists.

Children's dresses in handsome style variety.
Ribbons will take wings to themselves to-day.

Extra special bargains in men's fur felt fedoras.

PHRASES

These prices actually shout their economy.

Sweeping reductions on all ladies' outer garments.

The garment department should be visited this week.

Prices are down, way down, on these dress goods.

All at prices really less than the material would cost you.

Continuing to-morrow, the greatest coat sale of the year.

Fresh lines of wanted merchandise strongly featured.

Bargain interests center here Saturday, shoppers well know.

Extra values throughout the house during May white sale.

Embroidered shirt waists will be "all the go," this season.

Refrigerators. Housefurnishings in a notable underprice sale.

A silk bargain that will make things lively at the silk counter.

These underselling values should tempt you to buy your apparel here.

Monday specials of great interest to those not adverse to splendid saving.

To-morrow, a May-day carnival of irresistible values in all departments.

Profitable because the bargains offered are greater than ever offered before.

Why not make this stationery offer for to-day spell O-p-p-o-r-t-u-n-i-t-y for you?

Head and shoulders above anything of its kind is our Friday special hour sale.

Warm weather bargains: Cool, comfortable dressing sacques, also at parts of prices.

A suit to suit.
Hoisery inducements.

Clothing prices cut deep.
Splendid summer specials.

Notions and drug sundries.
Unexcelled clothing for men.

Boys' oxfords at lower prices.
Our greatest July ribbon sale.

Noteworthy bargain offerings.
Other superior summer values.

Final clean-sweep of millinery.
Big savings for prompt buyers.

Shoe savings of unusual interest.
A price magnet in men's clothing.

All milliners flowers at half price.
Summer shirtwaists to race away.

A price upheaval in women's suits.
Friday bargains for thrifty housewives.

Not cheap clothing, but good clothing cheap.

A list of underpriced silk specials for Saturday's selling.

The best values and handsomest styles we have ever offered.

Phenomenal value-giving marks this, the sale of all underwear sales.

Women's tasteful, refined summer garments of surpassing merit.

Tremendous reduction on a mammoth assortment of women's natty hats.

Money-saving values.
Last day of hurry out prices.

A price surprise among the purses.
Small oriental rugs at little prices.

Beautiful assortment of neckwear.
Very attractive values in men's furs.

Unusually low prices on athletic goods.

Unusual opportunities in parlor pieces.
In the cloak department points of merit.

The most phenomenal values ever given.

A large assortment of fancy handkerchiefs.
A list of good gift suggestions in furniture.

Prices the lowest, qualities beyond question.

The particular boot for particular women.

Quality costs us more, but it holds our trade.

Greater reductions than were ever before offered.

Women's underwear at remarkable reductions.

Special values that will realize your highest expectations.

Surprising values.
Incomparable prices.

Vigorous price-cutting.
Many robust bargains here.

Extraordinary values in coats.
Economies in the clothing corner.

Price magnets from the millinery.
Absolutely without equal anywhere.

Fancy goods to be almost given away.
Perfect goods—greatly reduced prices.

Savings for you in gloves and hosiery.
Price attractions among the fancy goods.

The best possible article—the lowest possible price.

The best chance of the year to save money on footwear.

Babywear offerings—absolutely without equal anywhere.

Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.

Reductions that are truly remarkable for extremeness.

This sale of undermuslins brings economy to thousands.

Extraordinary price cutting to reduce stock at once.

Come to us when you want a heaping money's worth.

PHRASES

We sweep out all stocks with the big broom of small prices.

The big half-price sale of women's tailored suits swings merrily on.

All merchandise must be sold in its season regardless of consequences.

It's a good time to save money on kitchen and other housekeeping articles here.

Enormous savings effected for home keepers by our advance purchases.

The most popular carpet store where low prices and good quality reign supreme.

In taking inventory we have run across hundreds of short lengths, and even skirt and suit patterns of broken lines which we desire to clean up quickly and have just cut the price in two.

We've completed an inventory of our stock and find ourselves possessed of a large number of odd pieces which, following our semi-annual custom, we will dispose of by a clearance sale during January at prices some of which are below cost, and others most liberal reductions. The articles are all good, each being perfect in quality and construction.

Meats of best quality.

Superlative values in staples.

A money-saving opportunity.

Extremely good glove values.

Strong price magnets in the millinery.

A hurry-up clearance in women's coats.

Tempting dollar values in the shoe section.

Saturday a great day in the clothing corner.

Chance to buy a beautiful, luxurious fur coat.

Such wonderful bargains have never before been offered elsewhere.

Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Wall paper aids spring cleaning.

Spring cleaning suggests wall paper.

House cleaning? Paper your walls.

Decorate your home this spring.

Beautiful, inexpensive wall paper.

Decorate your home at low cost.

Do your walls need repapering?

New raiment for your walls.

House cleaning? You need wall paper.

To clean your home thoroughly paper your walls.

A clearance of fine embroideries—oddments.

Here are helps for housecleaning and moving.

Interesting values from our busy staple section.

The big muslin underwear sale continues unabated.

Women's sample footwear at a "step lively" price.

Special sale of an imported sample line of fancy china.

Special attractive prices prevail throughout this exhibit.

We try to serve you best and ask you to judge our success.

Mothers shouldn't miss this good thing in children's dresses.

Umbrella bargains to impel about everybody to buy Friday.

Styles of surpassing excellence in women's and misses' apparel.

Clipped prices and the highest grades for you.

Clip this out or make a money-saving memo.

Cheapness in prices only—excellence in qualities.

Both quality and price here appear for your patronage.

Come to us when you want a heap—money's worth.

"Goodness" is an adjective that well qualifies this article.

A daring cut in prices all along the line.

At these prices the goods will go quickly.

The cream of trade at buttermilk prices.

An opportunity worth taking advantage of.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

A great money's worth given with every purchase.

Every taste and every purse finds satisfaction here.

A little money buys a lot of foot comfort here.

New spring goods are revolutionizing the store.

Harvest for frugal, economical housekeepers.

Meritorious articles priced at moderate figures.

Remarkable values lend interest to the new hosiery.

Visit us at your early convenience, to your advantage.

Memoranda can be made from this list with advantage.

Sweeping out winter caps at next-to nothing prices.

Bought for quick selling and priced to insure that result.

Some of the special sales now in progress that offer great savings.

Paragraphs that are meaty with the best kind of trade arguments.

Be warned by yesterday's experience—profit by to-day's opportunity.

Dependable qualities.

PHRASES

Friday's furniture favors.

Bed pillows at price savings.

Good comforters down in price.

At less than half original prices.

Such a rattling among the plates!

Women's gloves marked to clear.

Very tempting dress goods values.

Great money saving grocery values.

In bedroom suites we excel greatly.

Price savings on rich brilliant pieces.

At absolutely unprecedented prices.

A noteworthy clearance in wall papers.

Two money savers for men in felt boots.

Good wearing shoes. Good looking shoes.

Exceptional indeed are the embroidery values.

Brilliant early spring showing of the most favored silks.

An extensive representation of exclusive styles specially priced.

A cut in cutlery.

A sensational watch offer.

Reliable kitchen timekeepers.

Profits melted away in staples.

A sixty-minute ring reduction.

Marked down in the millinery.

Dollars in the drug department.

Surprise values in fancy goods.

Here's light on the subject of lamps.

Remarkable reductions in lustre waists.

A clean sweep at the trimming counter.

Sweeping out day in household hardware.

Values unsurpassed in pretty wash goods.

Thursday's money savers in the china section.

Broom busy among initial pins and brooches.

Look at these pretty waists and then at the prices.

A stiff bargain breeze will blow these hats out of the store in no time.

Wholesale slaughter of reliable merchandise.

Wet weather-wearing apparel slashed in price.

Thrilling reductions in hosiery and underwear.

Surprisingly beautiful display temptingly priced.

At lowest prices consistent with good quality.

Important reduction sale of beautiful millinery.

The longer you wear them the more you'll like them.

Beautiful collection hemstitched linen cable sets.

Prices cut in half and in many instances much less.

There is no true saving where quality is not considered.

The best of economy to anticipate your clothing needs.

Marked-down offerings have amazed Troy's shrewdest shoppers.

Strongest house garment values in the Western Hemisphere.

Most brilliantly beautiful display of the world's best weavings.

Its marvelous values in dress goods have taken the town by storm.

Never before have such fine furs been sold at such astonishing prices.

Prices that speak wonderful savings to every economical shopper.

The most unique and fascinating display and price demonstration in the history of white goods retailing in Montgomery.

A rare chance to get a high-class piano cheap.

Remarkable reductions on seasonable garments.

Get your share of these extraordinary offerings.

Hundreds of splendid money-saving opportunities.

Special underpricings in the saving domestic department.

The interest grows greater and bargains more astonishing.

All low price marks have gone to smash in this terrific price cutting.

Most sensational prices that give you adequate reason to purchase now.

It is the broadest and best sale we ever planned. It is the most difficult sale we ever worked for.

We are opposed to the trust, and for that reason we have a cash system and trust no one. This enables us to retail our goods at syndicate prices.—*Funk Bros., Ottumwa, Ia.*

Business trousers tip-top for business wear, "good enough" for hitching to the Sunday coat, \$2.89 to \$3.50.—*Meigs & Co., Springfield, Mass.*

Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.—*Benger & Born, Kenton, O.*

We shall soon count our money and goods, to see how much we're worth and what progress we've made. Hence this *January Rummage Sale*—a great Pre-Inventory movement towards a quick clearance. How much shall we value this soiled and neglected merchandise—two-thirds? half? We don't know. But if we sell it to you at a bargain, we know we can count the money accurately enough. And we know the value of good will, too.—*The liberal discounts.—Schipper & Block, Peoria, Ill.*

PHRASES

PRICES

We always suspect that certain people, in paying the price of success, manage somehow to work in the short change racket.—Puck.

Unprecedented prices.—Mandel Brothers, Chicago, Ill.

Price cuttings that seem almost fabulous!—E. S. Brown Company, Fall River, Mass.

Daniel peerless pant prices.—H. & D. Daniel, Hartford, Conn.

Hot prices for cold weather.—Maas-Tussup Grocery Co., Galveston, Tex.

Money saving prices.—G. G. Pyle, Johnstown, Pa.

Prices cut to a point where buying is irresistible.—H. Eilerman & Sons, Minneapolis, Minn.

February prices.—Louis Beck, Lansing, Mich.

Price surprises.—Brown, Thompson & Co., Hartford, Conn.

Prices sharply reduced.—Rothenberg & Co., New York.

Pre-inventory clearing up prices.—The Chas. R. Hart Co., Hartford, Conn.

Midwinter price wonders.—H. & G. Daniel, Hartford, Conn.

Modest and right prices rule here.—A. Schradzki Co., Peoria, Ill.

Prices cut to pieces.—Boyle Hardware Co., Ogden, Utah.

Very tempting prices.—Willis A. Cates Co., Portland, Me.

End of the week prices.—Crawford's, St. Louis, Mo.

An entire week of price slashing.—The B. & O'Gann, Pueblo, Col.

We've lost the exact rule for measuring price reduction, but we know that this is the deepest gash into figures we've attempted.—The Leader, Minneapolis.

Prices chopped in two.—The Day Carpet & Furniture Co., Peoria, Ill.

Radical price reduction to insure quick reduction of overplused stock.—Carson, Pirie, Scott & Co., Chicago, Ill.

Maximum of quality for the minimum of prices!—Duff & Repp Furniture Co., Kansas City, Mo.

Marked concessions in price.—Lyon & Healy, Chicago, Ill.

Prices shattered and shivered.—Hart-

man Furniture and Carpet Co., Louisville, Ky.

Ever find a \$10 bill? Well, that's just what this sale is like. At the prices we offer these suits and cloaks, it is just as good as finding half the purchase price in the pockets of the garments.—The Bee Hive, Kansas City, Mo.

Long coats, short prices.—C. E. Longley Co., New Haven, Conn.

January prices.—The Plymouth Clothing House, Minneapolis, Minn.

Prices take a tumble.—J. A. Jones's, Alliance, O.

Prices beckon to you thus:—Romer, Lovell & Co., Bay City, Mich.

We have turned prices topsy turvy on everything.—A. S. Berry, Ottawa, Ill.

Plain Prices.—All the ornaments knocked off the prices! We have been in business just six months. We have done well, better than we expected. For two weeks, plain, very plain, prices will be the rule. Plain cards in black and white prices to start with, plain reductions, plain values, plain evidences that our first semi-annual effort is going to mean money to you.—Empire Furniture Store, Schenectady, N. Y.

Save Your Money on the Spot, Take Your Saving Home with You, and Spend It Where You Please.—There is no string tied to The Fair's prices, no come-backs, no further reckonings. In plain figures, our prices tell the story of real economy. When you've bought, you're through, and can spend your savings for what you choose.—The Fair, Chicago, Ill.

Prices are quick sellers.—N. Y. Mail Order Store, N. Y.

Prices all cut to pieces.—Ilten Bros. & Taege, Cedar Rapids, Iowa.

These prices are a rare treat.—W. F. Shelton, Jr., Kennett, Mo.

One thing is better than our prices—our quality.—E. M. Austin, Litchfield.

Disastrous prices.—W. W. Morgan Clothing Co., Kansas City, Mo.

Assortments that are peerless, styles that are confined to us.—Lansburgh & Bro., Washington, D. C.

PRICES

Read these spring sale prices. Here's saving that counts.—Livingston's, Youngstown, Ohio.

Next to that which is next to nothing in price.—Lazarus, Columbus, Ohio.

A quick exit price.—Joske Bros., San Antonio, Tex.

A carnival of low prices.—Meigs & Co., Springfield, Mass.

Warmer weather brings lower prices.—Hills & Co., Hartford, Conn.

A Strictly One-Price Policy Wins Confidence Where a Shifting Policy Fails.—Minneapolis Dry Goods Company, Minneapolis, Minn.

Commanding prices.—Kent's, Cleveland, Ohio.

Sure-to-sell prices.—Ackeman, Pueblo.

Volcanic eruptions of prices.—The Big Store, Marion, Ind.

Prices everlasting the lowest.—Hale's, Sacramento, Cal.

Housekeeping prices.—Schenectady Public Market, Schenectady, N. Y.

Bold price cutting.—Rothschild & Co., Chicago, Ill.

Prices drop to the bottom.—Evans, Munzer, Pickering & Co., Minneapolis.

Nothing has been reserved in our men's clothing department. Every article reduced in price, some of the suits and overcoats reduced forty per cent. Just think of it, suits for about half price. All of our clothing is well made, and everything the very newest cut, but we have always made it a rule to close out goods every season regardless of price and we don't propose to carry over one winter suit or overcoat.—The Red Front, Fresno, Cal.

What can it profit you to pay someone else one-third more for a perhaps one-third less good—that's the proposition up to you. "Fairy Tales" may please the kids all right, but when it comes to those who do the buying, it's the World's Finest Quality they want, and they want it at the world's lowest price.—J. D. Miller, Denver, Colo.

This ad. contains news of useful things for the home. You should read every word. When we advertise the price must be the lowest, as Whalen Brothers will never be undersold.—Whalen Bros., Brooklyn, N. Y.

We have conducted many successful hosiery sales during our long experience, but the price schedule handed us by the buyer of this department for this special hosiery sale is decidedly the lowest price schedule we have ever advertised.—Bon Marche, Washington, D. C.

Money! why you'll be surprised how little it takes now, yes, fairly amazed at the extent of its purchasing power at "The Big Store." Fortunate for you, we bought our mammoth stocks at the discounts we did—as these prices are positively the very lowest ever asked for high-grade seasonable merchandise, making them bold examples of the greatest economy ever made possible by any concern. Read on, and on—don't skip a line or you may skip a dollar. Come!—A. C. Barley & Co., Marion, Ind.

One of the oldest branches of our business is that of Household and Decorative Linens. We were recognized leaders in this line fully a generation ago; and our leadership has steadily strengthened with each succeeding year. To-day there are probably less than half-a-dozen merchants in the world whose trade in Linens, wholesale and retail—equals ours; not one that has closer or more favorable relations with the chief sources of supply. And this means that our customers may always choose from the choicest patterns at lowest prices.—Strawbridge & Clothier, Philadelphia.

When the economists shall have devised the ways and means to establish an equation between supply and demand such extraordinary events as this will have ceased to be a phase of our system of merchandising. Until then we propose to share the spoils that come our way with those upon whom we depend for the success of our business. The offer involves the sample garments of two manufacturers who devote their efforts to garments of the highest grade, together with a number of suits and coats from our regular stock. The price concessions are, without exception, extreme.—Saks & Co., New York.

For genuine and resistless values there is no place equal to our splendid consumers' department, the greatest salesroom of its kind in Ohio. Each one of our Saturday specials is the barometer that indicates the lowest register of price reduction. More fine values can be found among our price marks than any drug house in Ohio can show. It is necessary usually to hunt bargains, but you get them here merely for the trouble of watching our ads.—Columbus Pharmacal Co., Columbus, O.

Once more we hammer down prices on stoves and heaters of all kinds till there isn't the smallest vestige of doubt left as to the money-saving chances in each lot. Such decided price cuts herald the advent of brisk purchasing.—Seigel Cooper Co., New York.

PRICES

Our prices are as low as, and in many instances much lower than similar qualities are quoted at in any of the low priced stores of the country.—*The Fair Store, Binghamton, N. Y.*

In many cases the reductions are made because the lots are small and must be closed out. Other lines are maker's samples and surplus stocks. As a rule the goods are all fresh and perfect, and no matter how low the price, each customer may be assured of receiving a worthy quality—an assurance which distinguishes this sale from all others in this class.—*The Scott Dry Goods Co., Cleveland, O.*

If you appreciate value you will have no fault to find with our prices.—*Cochenthaler, Montreal, Can.*

Savings of a degree and number to interest every lover of quality and economy will be afforded Denver citizens. Consider well all that this occasion reveals. Do not have to reprove yourself for neglected opportunity but bend to the oar.—*The Lewis Store, Denver.*

Five days of sensational cut prices. Forced to unload and thousands of articles slashed to the lowest notch because we must reduce stocks before inventory and we've made prices that will do it. From basement to roof—in every nook and corner there's bargains galore to stir you to the greatest kind of buying. Every price at the bottom—just compare—all other sales outdone. Price for price we undersell them all—for we make reductions that are real reductions. No half way price cuts at this sale—for we've started out to do the biggest week's business in our career, and if bargains ever brought crowds there'll be the greatest kind of a store crowding here every day this week.—*L. H. Guldman, Denver, Col.*

Now is the time. You who have been waiting for a general reduction of prices, here is your chance.—*Patter-Whitehill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Here's an event that will gladden women's hearts, for it represents an exceptional opportunity to buy handsome separate skirts in both dress and walking styles at small cost—the quality of materials and tailoring being superior to any that these greatly reduced prices ever purchased before. There's a splendid variety of them at all prices quoted, but we would advise you to come early, for such value-giving as this is short-lived. Yesterday morning ushered

in the event. Come to-day.—*Sage, Allen & Co., Hartford, Conn.*

It is customary—perhaps everywhere but at Macy's—to give discounts or inside prices to tailors and dressmakers, discriminating against the patron who buys only occasionally to supply her own needs. The system obviously has its faults, and it is still further weakened by the fact that our regular prices are usually lower than the "inside" prices met with elsewhere. That we supply large numbers of tailors and dressmakers—who get no discounts or commissions here—is evidence supporting our assertion.—*Macy's, New York, N. Y.*

Prices are, after all, a second consideration to many. The great strength and remarkable growth of the Palais Royal's toilet department is due mainly to the entire absence of unreliable articles and the certainty one has of finding all of the world's best productions here. Incidentally prices average 33 per cent. less than drug store quotations.—*The Palais Royal, Washington, D. C.*

A backward season.—Cause of terrific reductions. Every department teems with a big stock which was bought with the expectation of a large and early spring trade, but the weather conditions retarded business to such an extent as has left us with more goods than we should have at this time. We expect to make to-morrow a big day in the history of this big store. To do it we have resorted to emphatic price reductions.—*The Capitol, Columbus, O.*

Prices all topsy-turvy on account of remodeling.—*P. H. Bergman & Co., Peoria, Ill.*

A great sale starts to-morrow in which the special prices on thousands of pieces and sets bear little relation to actual retail value. Large preparations have been made, and the entire field is comprehensively covered; the new and improved department is fairly overflowing with extra values. In connection with our many special purchases below usual prices, we offer numerous lots of desirable goods on hand at great reductions.—*Strawbridge & Clothier, Philadelphia, Pa.*

Investigation will develop the fact that the prices quoted herewith have been figured in every instance considerably less than 20 per cent.—*Arkansas Carpet and Furniture Co., Little Rock, Ark.*

We have gone through our stock and put the knife deep into the price of each item, which is bound to make quick selling.—*Cartwright's, San Bernardino.*

PRICES

Our prices need no advertising. Everybody knows how low they are.—*James Butler, New York.*

The knife will go into the prices on our entire stock, nothing reserved. All goods will be sold at a great sacrifice, cost not considered.—*John Leith, Bay City, Mich.*

Friday our great 51st anniversary sale will have reached its climax in the suit and coat sections. Low prices have prevailed during the past two weeks, but these Friday prices are the lowest.—*Pettis Dry Goods Store, Indianapolis.*

One attraction treads on the heels of another in this section, so fast do they follow. This time it's the season's swellest autumn suits priced as you seldom see them priced at the season's ending. Our unequaled buying facilities, in conjunction with a fortunate trade circumstance, has made this remarkable offer possible.—*The May Co., St. Louis, Mo.*

We have them in all their manly and womanly beauty. Shoes, fine American shoes, for all occasions—street shoes, office shoes, dress shoes, and that name Browning on every pair is the stamp of genuine satisfaction and approval. When this store talks shoes the public listens—the proof of our words are found in the comfort, style, lasting service and finish of our shoes at the prices we charge when compared with the shoes and prices of any other house.—*Browning's, Columbus, Ohio.*

There's scarcely a woman comes into our store and examines our stock and prices that doesn't express her pleasure at having found a place where the really desirable grades of garments may be had at such low prices and that, too, without having to wade through heaps of inferior stuff to get what she wants.—*Louis Stecher & Co., Philadelphia.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This present movement presents one of the finest collections of quadruple plated hollow-ware that we have ever offered under-price. The beauty of the designs, the seemingly unlimited variety and the completeness of the assortment of pieces, together with the remarkably low prices, make a store feature that

housekeepers will appreciate the moment they see the display.—*Wanamaker, New York, N. Y.*

For our 213th Bargain Friday we will offer the greatest values of the season. Never did our store better deserve the name, "The Home of Good Values," for splendid values are everywhere in merchandise of seasonable interest—assortments that far excel those elsewhere. Friday's prices on the newest of autumn and winter merchandise suggest genuine economy—the economy that pays where there is unquestioned quality. It has and will always be our greatest aim to have our customers feel that they can come to this store with perfect assurance of finding at all times the greatest variety of the most desirable merchandise in every section, and that for the same and better qualities our prices are always the lowest.—*Roberts Bros., Portland, Ore.*

We make an emphatic demonstration of the power of extraordinary bargain prices on merchandise that is in season, and which is necessary to every person and in every household. No value pretense, but the actual giving of good goods at prices lower than those quoted by any other house for the same grades.—*The 14th Street Store, New York.*

The store is ready as never before to supply your every need for the coming season. Assortments are broader and better. Styles have been more carefully chosen in obedience to fashion's mandates. Qualities have been critically selected for their dependability. Prices have been marked on a narrow margin—of profit—the lowest possible.—*The Minneapolis Dry Goods Co., Minneapolis.*

Here's why!—contracts for these goods were placed long ago—the low prices that prevailed then and the extra discounts on our immense spot-cash orders, places us in a position now, in the face of higher quotations on all these goods, to offer you bargains in bed necessities never before equaled this early in the season by any concern in Marion. A complete stock of unquestionable qualities from the most noted American manufacturers, priced at a substantial saving to you. A most excellent opportunity—don't miss it.—*A. C. Barley & Co., Marion, Ind.*

There is real economy in the way we mark these garments. Our prices are incomparably low, our stock is one of the largest and best in America—an advance showing quite unusual so early in the season.—*Lit Bros., Philadelphia, Pa.*

PRICES

It seems a contradiction to good sense to say that we reduce prices right at the opening of the season, but nevertheless that is just what we are doing in this hustling young store. We are reducing the prices because we bought these garments at reduced prices and can afford to sell them for less than any regular buying store in this entire country.—*Jones Dry Goods Co., Kansas City.*

No matter how low the prices advertised by others, you may depend upon our prices being lower. Our reputation for underselling all others we sustain by as much price cutting as may be necessary. Very frequently our regular prices are lower than the special prices advertised by others. Notable instances of this continued underselling will be found by comparing Macy's prices with those quoted elsewhere.—*Macy's, New York, N. Y.*

It is seldom, indeed, that such handsome specimens take on the moderate prices that accompany these. The careful selections made by our experts, coupled with most advantageous buying, are accountable for this rare assortment of Oriental rugs being so moderately priced.—*Bloomington's, New York.*

This apparel is what the Model carried over from last year that we want to close out. We have reduced the prices to less than what the garments cost Kemper & Paxton. We still have plenty of those skirt and suit bargains which were on sale the early part of this week. In addition we have thrown in a big line of children's cloaks that are especially low priced for rapid clearance. We want you to read this list from end to end, because you will find savings and values that have not been equaled before.—*Jones Dry Goods Co., Topeka, Kan.*

Prices are remarkably low, even for our January sale—this year we bought as never before—prices reached the lowest ebb. In looking over the garments you will be surprised at the thorough goodness of materials, trimmings and workmanship, considering the extreme lowness of the prices. This sale will demonstrate as never before, that time and money are mis-spent in buying materials and making the garments in the home. Remember—January sale prices are the lowest of the entire year.—*Dayton's, Minneapolis, Minn.*

Prices border on sensational! Fresh, crisp underwear at most attractive prices ever quoted. Exquisite undermuslins at about cost of materials.—*J. M. High Co., Atlanta, Ga.*

The stocks are all fresh and new, just

opened for this sale, and they were bought at prices which enable us to offer them to you at very low figures, considering the excellent quality of the goods.—*Donaldson's, Minneapolis, Minn.*

Sacrifice prices.—*Clucker's Clothing Store, Kenton, O.*

Wilderness of low prices.—*Symon's, Butte, Mont.*

Profitless prices.—*James McLean's Store, York, Pa.*

Price-slashing sale!—*Z. C. M. I., Salt Lake City, Utah.*

Hurry-up prices.—*Morris Gross Co., Tacoma, Wash.*

Priced for a modest purse!—*Bernheimer's, Kansas City, Mo.*

Reliable goods reasonably priced!—*Myers Bros., Williamsport, Pa.*

Another explosion of prices!—*The Ed. Malley Co., New Haven, Conn.*

Our scalping knife is almost worn to the heft!—*Crawford's, St. Louis, Mo.*

Just a windfall, that's all. Prices blown away.—*Hackett, Carhart & Co., New York.*

Prices that insure your pocketbook against a vacuum!—*The Satisfactory, Saginaw, Mich.*

Tremendous possibilities for money-saving!—*McCurdy & Norwell Co., Rochester, N. Y.*

Prices, quantities and qualities overshadowed!—*Frederick Loeser & Co., Brooklyn, N. Y.*

Prices that make it wise for you to anticipate future wants!—*Homan-Mathewson Co., Cleveland, O.*

Prices that appeal to the money-saving instincts of the thrifty!—*J. N. Adam & Co., Buffalo, N. Y.*

Prices on strictly summer goods go down as the mercury climbs upward!—*Stewart & Co., Baltimore, Md.*

Down goes the price and away go the profits and a slice of the cost!—*The Palace Clothing Co., Kansas City, Mo.*

Absurd prices.—*Bradley's, Bangor.*

Amazing prices.—*Joseph Horn Co., Pittsburg, Pa.*

Price temptations.—*McWhirr's Emporium, Fall River, Mass.*

Tumble-down prices.—*Wm. Hahn & Co., Washington, D. C.*

Below zero prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Sensationally priced.—*The Denver Dry Goods Co., Denver, Col.*

Prices that talk.—*Paul Lowenthal Dry Goods Co., Waco, Tex.*

PRICES

Spear's prices always lowest.—*Spear & Co., Pittsburg, Pa.*

Prices act as an incentive.—*Chapman & Co., Brooklyn, N. Y.*

A remarkable price.—*The Bedell Company, Brooklyn, N. Y.*

Prices never equalled in the category of real bargains.—*Newman, Brooklyn.*

Overcoat prices cut in halves.—*Old South Clothing Co., Boston, Mass.*

Special anniversary prices.—*Rosenbaum Company, Pittsburg, Pa.*

The power of low price is exemplified in the following items, many of which are at half price, all under the cost of making.—*Krages & Cartwright, Kansas City, Mo.*

The basement speaks of little prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pounding the prices. Nothing brings customers as fast as good goods at low prices.—*The Colonial Furniture Co., Cleveland, O.*

At prices that are nothing short of extraordinary.—*Kaufmann's, Pittsburg.*

Incomparable pricing.—*Abraham & Straus, Brooklyn, N. Y.*

Plated prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pruning the picture prices.—*H. A. Meldrum Co., Buffalo, N. Y.*

Prices such as only we can make.—*A. V. Roadstrum & Son, Galesburg.*

They get hilarious over our depression of prices.—*F. M. Atwood, Chicago.*

A price drop in the face of advance.—*Newman, Brooklyn, N. Y.*

No need of saying much, prices tell the story.—*Hackett, Carhart & Co., New York.*

Newsy notion prices.—*Newman, Brooklyn, N. Y.*

Walkaway prices.—*The O. T. Johnson Company, Galesburg, Ill.*

Guard your pocketbook, for prices are awfully tempting this week.—*Jas. T. Mullin & Sons, Wilmington, Del.*

Glassware prices have most certainly touched bottom.—*The Fair Store, Binghamton, N. Y.*

Prices that mean quick selling.—*W. G. Putman's Great 5 and 10 Cent Store, Peoria, Ill.*

Sensational pricing.—*Bryce Bros. & Co., Columbus, O.*

Prices are uniformly favorable.—*Strawbridge & Clothier, Philadelphia.*

Prices that almost pass belief.—*The Edw. Malley Co., New Haven, Conn.*

Prices that speak for themselves.—*Robt. I. Cohen, Galveston, Tex.*

Prices made magnetic.—*Hale's, Sacramento, Cal.*

February has melted the prices.—*Albert Elkus, Sacramento, Cal.*

Money-saving prices.—*Goldenburg's, Washington, D. C.*

February cleaning prices.—*Thomas C. Watkins, Hamilton, O.*

Queer little prices.—*Schipper & Block, Peoria, Ill.*

Springtime prices.—*Beadle & Sherburne Co., Rochester, N. Y.*

Prices nipped by the frost.—*Talbot & Co., Fall River, Mass.*

Millinery closing prices!—*R. B. Maxwell & Co., Mansfield, O.*

Rock bottom prices.—*L. S. Plaut & Co., Newark, N. J.*

Sale prices to pay you to get here to-morrow.—*Boggs & Buhl, Allegheny.*

The prices have a saving significance.—*Z. L. White & Co., Columbus, O.*

Telling price-cuts have been made all along the line.—*The Emporium, St. Paul, Minn.*

A genuine old fashioned thaw in prices.—*Desbecker's, Buffalo, N. Y.*

If seeing is believing, just look at these bargain prices.—*Gately's, Peoria, Ill.*

Prices have been most severely dealt with and are many degrees lower than those exploited elsewhere.—*Bernstein & Co., Jersey City, N. J.*

Former prices carved down to the lowest notch.—*Thomas C. Watkins, Hamilton, Ont.*

Scheuer's prices beat all!—*S. S. Scheuer & Sons, Newark, N. J.*

Magnetic price savings.—*Hochschild, Kohn & Co., Baltimore, Md.*

Prices chopped out of all semblance to their former quotations.—*The Metropolitan Dry Goods Company, Saginaw.*

Our prices are right. If there is one thing you may be sure of it is that our prices are right. You pay no more nor less than any other person does here. Our desire is to make such low prices to everybody that we could not make lower prices to anybody. Then, we never permit a higher price than our regular one price to be quoted.—*Murphy Bros. Co., Pittsburg, Pa.*

Clothing prices slashed.—*Solomon's, Pittsburg, Pa.*

Heart-rending prices.—*L. O. H. Brown, Denison, Tex.*

PRICES

Sharp break in prices.—*Meigs & Co., Bridgeport, Mass.*

Next to nothing prices.—*Goldenberg's, Washington, D. C.*

Surprise prices.—*The Palais Royal, Washington, D. C.*

Unexampled price-cheapness.—*John Murphy, Montreal, Can.*

Revisions in fur prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Prices to entice "you"—everybody.—*Walker Store, Salt Lake, Utah.*

Move out prices in the garment department.—*J. V. Spare, New Bedford.*

The price cutter has been in every department.—*Spring-Holzwarth Co., Alliance, O.*

Prices take a big tumble for to-night and to-morrow's selling.—*E. S. Brown Co., Fall River, Mass.*

A few prices that will interest you among other things.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

Prices will do most of the talking to-day, and they will make an interesting speech.—*Julius Gutman & Co., Baltimore, Md.*

The price reducing axe is at work. Chips fly off fast and furious, making our profits smaller, yours bigger.—*Hahne & Co., Newark, N. J.*

Bang! Bang! Bang! To-morrow. A noise in prices that will be heard from one end of Cohoes to the other, and reach all of the adjoining towns.—*H. H. Butler, Cohoes, N. Y.*

"The proof of the pudding is in the eating," and the proof that this is the greatest sale of its kind ever inaugurated here is shown by the thousands who crowd the store at the present writing. Don't fail to lay in a supply for summer use, as it is doubtful whether we could ever buy such garments again, without paying more for them than what we are offering them to-day. "A word to the wise is sufficient," and we offer it now. Compare our values and prices with those of the biggest New York houses and note the saving.—*The Furst Co., Jersey City.*

Our prices talk.—*The R. J. Neal Co., Plattsville, Ont.*

Slices in prices.—*Bryant & Tucker, Binghamton, N. Y.*

It's cheaper at Miller's.—*Miller's Drug Store, Wilmington, Del.*

Trade-winning prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Merely nominal prices.—*E. S. Brown Company, Fall River, Mass.*

The price-bars are down—flat down.—*Saks & Co., Washington, D. C.*

Prices will be cut to pieces.—*D. E. Williams & Co., Youngstown, Ohio.*

Prices sure to attract your attention.—*The Buck Store, Lansing, Mich.*

Pruning prices on stylish suits.—*Sibley, Lindsay & Curr Co., Rochester.*

Now comes the after Christmas break in prices.—*McNaughton's Munice, Ill.*

Prices touch bottom in the great clearance.—*Hecht's Greater Store, Washington, D. C.*

Price lists fail to convey any idea of the superb values offered.—*Oehm's Acme Hall, Baltimore, Md.*

Linen prices much less.—Prick up your ears to this news: The best tidings of linens that have gone out from here in a long time.—*William Donaldson & Co., Minneapolis, Minn.*

We're knifing prices.—Our shop is not a storehouse—it's an exchange—changing clothing for cash. Embrace the opportunity to save money—by spending it—here.—*Oehm's Acme Hall, Baltimore, Md.*

The lowest of lowest prices.—This is the week when prices reach their very lowest level at this establishment, for it's practically the end of the winter selling season, and we make the most of the last opportunity to be rid of the season's remaining stock. Besides, it's just the week before we take inventory, and every department head does his best to have as little stock as possible. Thus, you see there's every reason for inducing you to buy now, even at the most unusual reductions. It's only for you to decide if you prefer to settle your bills in small amounts, for we'll gladly charge your purchases, and you may pay conveniently.—*O'Neill's, Baltimore.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., New York.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Prices become half prices.—*The De-Wolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N.Y.*

Nothing mean or skimmed except the prices.—*Perlmutter's, Jersey City, N. J.*

Our prices "As Low as Any and Lower Than Many."—*Brannen & Anthony, Atlanta, Ga.*

PRICES

ILLUSTRATED ADVERTISEMENTS



No. 393

A CIGAR OF QUALITY

You take no chances if you smoke a ——. You are absolutely sure that you get a cigar that exactly suits your taste and is considerably better in quality than the price will buy anywhere else. The — is THE FIVE CENT CIGAR OF QUALITY—is sold and manufactured by —.

This shows wording and illustrations, but does not suggest manner of display.

"THE —"

THE ARISTOCRAT AMONG CIGARS

That these are the best Porto Rican cigars we have ever seen is good word of their quality. They come from one of the leading factories on the island; the highest grade of Porto Rican leaf are used in them, and they are made as carefully and particularly as the best cigars sent out from the neighboring island—Cuba. They are distinctly different from any Porto Rican cigars we have shown heretofore.



No. 429

A CULTURED SMOKE

Is the — cigar. A cigar that adds pleasure to the time one appropriates for its smoking—in its unusual quality and flavor—it has an individuality that at once creates an impression of preference.

This shows wording and illustrations, but does not suggest manner of display.

A SHORT SMOKE

There are intervals day and night when you feel the need of a short smoke. Between lunch and business. Between office and home. Between trains. Between calls. Between acts. Between courses. Cigars are too long a smoke—and cost too much to throw away. It is just for these little intervals that — Cadets are made. They give you all the delicious flavor and aroma of a choice domestic cigar. They are positively the best little cigar we have ever known, at anything like the price. — the box.



No. 24

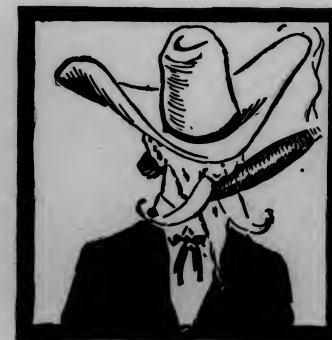
YOU'RE A WISE BIRD

If you can tell a good cigar by the wrapper. There's many a bad cigar on the inside of a Sumatra wrapper. There's many a good cigar that never saw a Sumatra wrapper. Sumatra wrappers cost a good deal—don't add one iota to the smoking qualities of the cigar—simply make the cigar look pretty.

This shows wording and illustrations, but does not suggest manner of display.

HE IS SATISFIED—YOU WILL BE

All are satisfied with their smoke. They couldn't have better grounds for contentment. The flavor and odor that come from the finest leaf tobacco are never wanting in our cigars. Old smokers accept our specials as the models by which all smoking quality is measured. Nickels and dimes obtain great consideration here.



No. 325

THERE IS DIFFERENCE IN TASTES

In supplying the demands of smokers of all tastes and desires, our task has been a heavy one. For years we have made change after change; adding a brand here, cutting out a brand there, and now, we can consistently say we have the most perfect stock of high-grade cigars in the South.

This shows wording and illustrations, but does not suggest manner of display.

IT'S PURE HAVANA, SUH!

The — brand is one of the very choicest products of Havana and has only recently been brought to this market in sufficient quantities to give it wide acquaintance. For many years it has enjoyed the highest degree of favor among the comparatively few connoisseurs who had learned its exquisite qualities. It has long been especially popular with navy officers, the — Perfecto being the ward-room smoke *par excellence*. We are now enabled to offer a complete line of sizes in this brand, in cigars especially selected for their choice color and workmanship.



No. 236



No. 150

YOU WILL SURELY AGREE IF YOU'RE GOING OUT IN WITH US THE AIR

that a box of cigars as a remembrance is always in good taste. Thackeray, you remember, causes a cigar to be the cementer of friendship. If, therefore, you are thinking of sending something to your friends at Christmas—what can be more acceptable than a box of good cigars? You see if that box contains one hundred cigars your friends will have occasion to think kindly of you one hundred times. (Turkey lasts one day.) May we not send you a few boxes for your inspection on the terms below named?

This shows wording and illustrations, but does not suggest manner of display.

boating, driving or playing some game, you do not need the finest cigar—in fact, it's a shame to smoke them. A smooth drawing, sweet blend will taste better. It is after dinner that a pure Havana speaks of quality and the refinement of enjoyment itself. Now we have cigars for all at most pleasing little prices in the city.

This shows wording and illustrations, but does not suggest manner of display.

IT'S UP TO YOU

WE ARE READY FOR INSPECTION

We feel confident we can suit your particular taste. Don't labor under the fantastic delusion that because you are smoking a fairly good cigar there is no chance for improvement. We've got cigars to suit all mankind.

to try our — cigars—we've done all we could to furnish you fine ones. The tobacco in our cigars is long filler and of the best quality, and the people who roll them thoroughly understand their business. So, as we said before, it's up to you to smoke 'em. If we can succeed in having you make a trial of one cigar, you are very likely to finish the box.



No. 390

SAMUEL SMILES

— Cigars.—A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.

This shows wording and illustrations, but does not suggest manner of display.

DID YOU TRY IT?

We advised in yesterday's advertisement particular smokers to try our five-cent smoke, —. Did you heed the advice? If you did you profited by it. If you did not there is still time to "mend your ways." This cigar is a good one from any and all standpoints. No fancy labels or boxes to eat up expense and you get the extra quality for the lack of the "fixings." Try this cigar, 6 for 25 cents.



No. 436

THE CIGAR QUESTION

Don't buy a name—buy a cigar.

A cigar can change its name and prove an alibi for every day in the week. Come and choose carefully from an assortment—the greatest in town.

This shows wording and illustrations, but does not suggest manner of display.

Gentlemen—If a man offers you a — cigar and tells you it is a 10-cent cigar,

HE IS TELLING THE TRUTH

The mere fact that he paid 5 cents for it does not necessarily put it on a basis equivalent to the usual factory-made tobacco-sandwich.

THE —

is equivalent to any 10-cent cigar on the market, a statement which you will readily confirm after the first three puffs. Invest a nickle and try one.



No. 396

"THE —"

It is a pretty smoker, good shape, tempting looking and well made of the cleanest, brightest, best tobacco grown. It possesses a mild, rich, fragrant aroma of such exceptional quality that it cannot be excelled. A halo of satisfaction gleams from the face of every man who smokes this cigar.

This shows wording and illustrations, but does not suggest manner of display.

LISTEN, MR. SMOKER!

We're going to take you into our confidence and tell you just how we can afford to sell these Clear Havana cigars for 4c, 5c and 6c each. — Bros., makers, Baltimore, Md., shipped these cigars to a local firm. The case was lost in transit and the railroad settled with the shippers. Later the case turned up in the railroad freight house and the railroad sold us the cigars to get back some of the money they had to pay the consignor for the loss of the case.



No. 416

A CIGAR THAT WILL BEAR INSPECTION

That's the —.

No matter what cigar you HAVE been smoking, you'll be the better and happier by smoking — in the future. It is a superb cigar, made from the best leaf, thoroughly ripened, and makes a delightful smoke. We can't expect to convince you by mere words—just try one, and you'll convince yourself. Join the ranks of HAPPY SMOKERS by smoking the — cigar.

This shows wording and illustrations, but does not suggest manner of display.

THE — CIGAR

A cigar that beats anything in its line for quality and price. It has that fine aroma that satisfies the most fastidious smoker. If you've smoked 'em before, you're still smoking 'em. They're good.



No. 269

HELLO!

Yes, they're coming, and you'll enjoy them too. The brand? Why,

of course, the best nickle cigar on the market. Smoke one and you'll order a box.

A NICKLE A TRIAL

And worth just twice the money.

This shows wording and illustrations, but does not suggest manner of display.

SAVE 1-2 YOUR CIGAR MONEY

And get just as good quality. We know it is possible to get a good cigar for a nickel—one that will burn clean and even and one that is made right. Call for our — brand. They're packed in cans—always fresh and sufficiently moist. Try one. You'll buy another.



No. 102

HERE'S A POINTER FOR YOU

If you haven't already done so, invest a nickle in a —. Once tried, and it's a dollar to a doughnut that you'll never smoke another brand. A choice filler with a Havana aroma that is sure to please.

This shows wording and illustrations, but does not suggest manner of display.

ORDER A BOX BY TELEPHONE

Most everybody who has ever smoked imported Havana cigars has smoked — Panetelas—no other cigar imported from Havana is known to as many people. It is a very mild—fine flavored, occasional smoke, desirable for use when larger and heavier cigars are unsuitable. The leaf of which this cigar is made is grown on the plantations operated by this company and is now strictly uniform in quality, so that there is no variation in the different shipments as received from Havana.



No. 426

BEAR THIS IN MIND

You may be a good judge of cigars and still be taken in on a purchase. You can't be blamed for being nipped once, but it's your own fault if you don't profit by the lesson of experience. Why are you so perfectly safe in coming to us for your cigars? We handle good cigars. By this we mean not only that we handle good brands but we keep our cigars in good condition, neither too damp nor too dry. The condition of a cigar has much to do with its smoking properties.

This shows wording and illustrations, but does not suggest manner of display.

OUR PET

hobby is to be able to hand over our counters just what every man likes best in smoke. The result is that you can get what you want at our stores, either one at a time or in large quantities, and as they should be—moist, fresh and fragrant.



No. 433

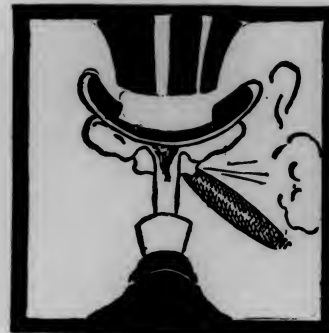
IT'S REALLY FUNNY

When you stop to think of it—that a man should pay ten cents for a cigar, when he can have just as good a smoke, and often better in a — for five cents. Every time you buy a — you put
FIVE CENTS
in your pocket.

This shows wording and illustrations, but does not suggest manner of display.

YOU'VE JUST A BARE CHANCE

You ought to knock when you get a poor cigar—and you don't know who made it—how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names? We sell banded cigars of known quality and reputation.



No. 233

SEEM' TH' SIGHTS

Vacation trips are certainly delightful, but to the smoker none are complete without his cigar case is filled with good cigars. Take with you a box or two of the well-known — Perfecto Cigars. They will add greatly to your enjoyment. They possess a rich Havana taste and a fragrant aroma which distinguishes them from all other cigars and satisfy the most critical smoker.

This shows wording and illustrations, but does not suggest manner of display.

IT'S NO PUZZLE

To pick out the man who smokes our special 5 cent cigar. Signs of nervous prostration are not depicted on his countenance, but rather self-satisfaction and content, for he knows a good thing when he sees it. Our — 5 center is all right every way; but if you like something even better, nothing can fill the bill more completely than our — at 10 cents.



No. 243

EVERYBODY NOSE

The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes into play. The — perfecto cigar is made by a large successful house, whose reputation for producing high grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.

This shows wording and illustrations, but does not suggest manner of display.

A MATTER OF TASTE

Some men may prefer a clay pipe to the best cigar, but a man who really enjoys a good smoke will tell you that the — is the best cigar for the money he has ever smoked.

**THEY'RE FIVE CENTS,
THAT'S ALL**



No. 373

SMOKE A CIGAR IN TUNE WITH YOUR TASTES

Try this Tobacco Shop for
your next

CIGAR

and you will continue trying it, for not only will you get the best smoke, but positively save money. The good smoker and the connoisseur all find the greatest satisfaction in their purchases made in this Little Tobacco Shop.

This shows wording and illustrations,
but does not suggest manner of display.

WHAT SHALL I BUY AND WHERE SHALL I BUY THEM?

We know of several good reasons why you should select them here. We might mention that our stock is large, that we have many brands, sizes and colors to select from; that our salesmen know how to interpret your wishes; that they are specialists in the CIGAR BUSINESS; that we deliver to any place and at any time you say; that we aim to satisfy you in every way, and that our prices are consistent with the quality offered. Then let's get acquainted—the benefit will be mutual.



No. 358

NO HOLIDAY

is complete without good cigars. You'd be as uneasy as a fish out of water if you couldn't put your hand on a generous supply of smokers. Might as well have the best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Brands which will make any day a day of rest and enjoyment for you, if you smoke them.

This shows wording and illustrations,
but does not suggest manner of display.

The first question you ask about cigars is, what is the quality? The next is, what is the price? J. Pierpont Morgan and John D. Rockefeller may pay bigger money for

THEIR CIGARS

than the average smoker, but they can't enjoy a better or sweeter smoke than is offered to the man of moderate means in the — 5c cigar. He will be content and contentment is better than riches.



No. 176

'EAR YE. 'EAR YE. 'EAR YE

Every smoker has at one time or another been imposed upon with a cigar that pulled his neck out of joint with every puff. Not so however with

THE —

Every time you smoke a — you know you are enjoying your smoke. All it costs you is

A NICKLE

and you can't duplicate it for double the money.

This shows wording and illustrations,
but does not suggest manner of display.

SMOKE UP, FELLOWS

Don't get disgusted with cigars in general because you are not getting what you want. If you are not getting value in you cigar purchases you are not patronizing this store. Here you are sure of getting your money's worth. You can also get just what you want here—the variety is large.



No. 238

"CONCENTRATED SOLACE"

A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a solace concentrated.

This shows wording and illustrations,
but does not suggest manner of display.

"UNCLE OSCAR"

He's perfectly contented when he gets one of our — cigars — and got it at a price that he can get a box if he wishes without feeling the expense. Everyone admires the fine workmanship, rich flavor and general enjoyable qualities of our — cigars. It is the best five-cent cigar made.



No. 149

WHEN OFF DUTY

And you want a good smoke but haven't time for a long one, buy a —, five cents. In this little roll of fragrance, you will find everything for satisfaction and nothing to displease. If not acquainted with our —, try it.

This shows wording and illustrations, but does not suggest manner of display.

DO YOU ENJOY YOUR CIGAR?

A cigar must have at least one essential point—quality—if it is to appeal to the smoker. The man who smokes regularly soon discovers whether he is getting quality at a cigar counter and acts accordingly. Our cigars must have quality before they are permitted to go in our cases and this is proven daily by the increasing number of regular customers who buy their cigars exclusively here.



No. 17

A WORD TO SMOKERS

We want to particularly appeal to those of you who know and appreciate from experience a real, good smoke. We want you to try this new cigar of ours, —. We know it to be a good cigar. Many who have tried it say as much and more for it. Now we want you to try it. A five-cent cigar, or 6 for a quarter.

This shows wording and illustrations, but does not suggest manner of display.

ALL HAIL THE VICTOR

If you're looking for a cigar that will knock the spots out of anything else at five cents, you will find it in the — Cigar. This cigar is better from any point of view than any other at the same price. A good, clean honest smoke, at a good, clean honest price. That's the — for FIVE CENTS.



No. 444

THE "RAPPER"

of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in — cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.

This shows wording and illustrations, but does not suggest manner of display.

You want a well-balanced cigar—that is, one that's neither too strong nor too mild. The — is just right. If you ask for a

STRONG CIGAR

you get one "just strong enough"—if you ask for a mild cigar you get one "just mild enough"—something which can't be said of most cigars. That's the —, for five cents.



No. 251

A TRICK WORTH TRYING

Do you smoke? If so, have you tried our — cigar? A regular 10c seller, but now selling for 5c. If you have tried them you are a regular customer and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the —. A box of 50 for \$1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.

This shows wording and illustrations, but does not suggest manner of display.

WORTH 'OWLING ABOUT

When you want the real genuine Owl—made of selected leaf, mellowed by the tropical suns and blended by the most expert makers—it is usual to deposit the customary fee of five cents on the cigar man's counter for each and every Owl you buy.



No. 143

CIGARS OF QUALITY

Any person familiar with this store's reputation would expect to find none but good cigars in our cases. Those who are not acquainted with the standard maintained here are invited to come in and test us. Any cigar you may choose—and we have the size, color and brand you prefer—will be fully up to your most sanguine expectations. Try us.

This shows wording and illustrations, but does not suggest manner of display.

If you want to smoke a good cigar that's

FIT FOR A KING

one that will stand the test of the most fastidious smoker, you should smoke a —

This cigar is worth double what we ask for it. We said this before and we say it again.

FIVE CENTS

will prove our assertion.



No. 203

THE SMOKE OF ROYALTY

The tobacco used in — cigars is prepared by a method which requires two years to complete. It reaches the factory ripened, mellowed, enriched and refined by wholly new processes of fermenting and blending that intermingle all its aromatic qualities and bring them out to perfection.

This shows wording and illustrations, but does not suggest manner of display.

QUITE A BREEZE

Our plan of advertising the — cigar during the past year has created "quite a breeze" among the smokers and even in business circles. The all-prevailing smoke is the fragrant incense of the — cigar, which thousands are learning. It possesses the true Havana flavor—a delicious smoke that satisfies every requirement of the smokers' exacting tastes. It is absolutely healthful, and no matter how freely indulged in, it will not cause that dull or shaky feeling which follows the use of some cigars.



No. 166

HERE'S A LIGHT,

Medium or dark cigar, according to your taste, but all of the same quality—the best. No matter what price you choose to pay for your smoke, you are assured of excellent value in our establishment. What would you like—all Havana, Havana filler or all domestic? They are all here to pick from.

This shows wording and illustrations, but does not suggest manner of display.

TALKING ABOUT CIGARS

We would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25 —than the

Large assertion with larger proof by thousands of men who have tested the



No. 38

DO YOU WANT SOLID COMFORT?

You can get it in a —, a cigar with that Havana aroma that makes you feel as though you have your every desire of the world. This solid comfort costs you the trifle of Five Cents, and is made only by

This shows wording and illustrations, but does not suggest manner of display.

GIRLS—HERE'S AN IDEA

If he smokes, get him a box of — cigars. Nothing will please him more. He will admire your good taste, and love you more than ever.

MEN—If you care to enjoy the holidays, lay in a box of —. Your Christmas dinner will not be complete without them.



No. 108

KNOCK OUT THAT POOR CIGAR

We are giving better cigars for the money. The price part is important, but it isn't everything, and in fact it is the easiest part of our duty to the public. Our application to the cigar business of the modern principles of direct-buying, direct-selling — cutting out intermediate profits and utilizing all the advantages of an enormous outlet—makes the giving of better quality-for-price a simple matter.

This shows wording and illustrations, but does not suggest manner of display.

IT'S WORTH IT

Whichever way you look at it—coming or going—you can't beat the — for goodness, flavor, aroma and price. It is a cigar that is free from foreign odors—the name — as its manufacturer being its *guarantee for purity*. It is a cigar that is more than full of value, as you pay one half of what it's worth. The price—5 cents. The maker —.



No. 273

"ANNA HELD"—THE CIGAR OF QUALITY

Everything that makes a smoke better, enters into the manufacture of "Anna Held" cigars. The tobacco is selected in the seed; planted, cultivated and harvested under the direction of experts—cured, sorted, mellowed, graded, fermented and blended especially for Anna Held cigar—5c. The product of the American Cigar Company's exclusive system which insures absolute uniformity of quality and flavor in the millions of them which are made. You save nearly half the former cost of a good cigar by buying the "Anna Held," and get an exquisite smoke.

This shows wording and illustrations, but does not suggest manner of display.

It tickles the palate—that's what the — does. A rattling good cigar for the money. As good as any ten-center—better than any five-center—and all it costs is A NICKEL A TICKLE.



No. 18

HIS MAJESTY'S FAVORITE

Go around the world *cigar* hunting, and when you taste a — you'll wonder why you traveled so far from home. For the — is a cigar of quality, despite its low price of 5 cents for one, \$2.00 for a box of fifty. Settle down to solid enjoyment with a — between your lips.

This shows wording and illustrations, but does not suggest manner of display.

FOR ROYAL GRATIFICATION

and genuine satisfaction, you can't get a better cigar than the —. We will guarantee this cigar to be the best cigar for the money that ever tickled your palate, and all we ask for it is

A NICKEL



No. 103

MARK TWAIN

in a recent speech, says he smokes himself asleep. The — cigar, with its *delicious aroma* and flavor will afford you pleasure when awake and pleasant dreams when asleep. Smoke and be happy. Five cents—no more—worth more.

This shows wording and illustrations, but does not suggest manner of display.

THE TIRED MAN'S COMFORTER

is a little roll of weed scarce six inches long with the magic name tobacco. Since Raleigh's day the civilized world has shared the Indian's delight. Our modest share in the business of bringing peace is the manufacture and supply of — cigars. From heart to wrapper it's a wholesome, aromatic soother for the man of work, worry and care. Five cents for one.



No. 44

PURE ALL THROUGH

If you were to cut open one of my — Cigars you'd find in the inside a good, clean, pure filler. That's what gives the cigar that fine *Havana aroma* that the smokers like so well. The fact is that the smoker will get as much satisfaction out of a — Cigar for *five cents* as out of any ten-cent cigar that's sold.

This shows wording and illustrations, but does not suggest manner of display.

THE LEADER

in cigars—the cigar that stands in the first rank—the cigar that satisfies the most discriminating smoker—is the —; worth ten cents; sells for

FIVE CENTS

There's only one way to prove it—try one.



No. 277

If you're looking for

A SWELL SMOKE

you can't do better than get a —, a Smoke Suited to the Swellest Sort of a Swell and the ordinary individual as well.

Easily worth a dime; all it costs —a *nickel*.

This shows wording and illustrations, but does not suggest manner of display.

GET A GOOD ONE

When you get a — CIGAR you know that you have a cigar as clean and good on the *inside* as it is on the *outside*. Some cigars are sold on their *outside* appearance. Not so with the —. THE LEAF from which this cigar is made is the very best obtainable, is uniform in quality, delicately flavored, and makes a really delightful smoke. Don't take our word for it. Try one yourself.



No. 15

NOTHING DOING

"Say, pal, dat guy is smoking a good cigar. Let's foller him an' get de butt when he trows it away."

"Dey won't be no butt. He'll smoke it all up 'cause it's a — Cigar."

Yes, it's a fact. *When a man smokes a — Cigar, he finds it so good that he puffs at it to the last atom. "Dey ain't no butt to the —." The whole cigar for Five Cents.*

This shows wording and illustrations, but does not suggest manner of display.

IT'S WORTH A DIME

Over and above all others, that's the — Cigar. At the price it sells for, no other manufacturer has been able to touch it —let alone equal it. The truth is, it's worth 10 cents; the fact is, it costs a *nickel*.



No. 153

THE "EARLY BIRD"

knows the — Cigar leads all other five-cent cigars. Its fine *Havana aroma*, its excellence in quality, and not the least, its price, FIVE CENTS, brings it to the front. There's none better for the money.

This shows wording and illustrations, but does not suggest manner of display.

PLEASURE PUFFS

You haven't a preference in cigars but what we can probably supply. Our stock is always kept right up-to-the-minute and the goods are always in perfect smoking condition. That's quite an art in itself, but it has won us custom. Make it a point to try our cigars next time you buy.



No. 19

WE TAKE THIS STAND

on the *Cigar* question—if you can appreciate hustling enterprise and up-to-now business methods, sprinkled with courteous treatment, and a store chock full of fine cigars kept perfect, under the most approved sanitary conditions, the — cigar store, — street, should command your patronage and the patronage of all those who are particular what they smoke.

This shows wording and illustrations, but does not suggest manner of display.

For a good smoke

FOLLOW THE TRAIL

to the Sign of a Good Cigar. When you see a — label on the box, you may be sure you're on the right scent. There isn't a ten- or a five-cent cigar on the market—bar none—which is the equal of the —, and all it costs you is FIVE CENTS.



No. 65

WALK IN, MR. SMOKER

You'll heartily enjoy a visit to this establishment if you are interested in fine cigars. Cigars sold by us are calculated to appeal to your judgment as to quality and sense of economy. Finer cigars you will find nowhere. Either in quality or price they cannot be surpassed. The more you know about our cigars the more you will endorse this statement. Upon the price question we are sure to agree.

This shows wording and illustrations, but does not suggest manner of display.

NO CART TAIL

BUSINESS FOR US

We have a big store full of quality cigars and tobaccos. No matter what your tastes may be —whether you favor imported or domestic cigars—here's where you get suited all around every time.



No. 298

THE STORE OF QUALITY

The stock of cigars we carry regularly to supply the box trade demand would swamp three or four ordinary cigar stores, so there can be no comparing this with the ordinary cigar "emporium." This is more in the nature of a clearing house, able to distribute vast quantities. Here you'll find the brand you like, the quality you want—and at the price you want to pay.

This shows wording and illustrations, but does not suggest manner of display.

Did you enjoy the game? You certainly did if you smoked a —, the best *cigar for the money* that has ever been offered. Made of tobacco equivalent to that of any ten-cent cigar. You can't make a mistake if you smoke a —. FOR FIVE CENTS.



No. 31

YOU TAKE NO CHANCE

A good smoke is assured if you try the — cigars. Quality is apparent with every puff you take. Enjoyment is certain down to the very last draw. Better have a supply for yourself and friends. You can afford to be generous, for the — cigars cost only 5 cents each.

This shows wording and illustrations, but does not suggest manner of display.

CIGARS OF BEST QUALITY

A good cigar is enjoyed by every man. We have the cigars —either Imported or Domestic brands—and want you to enjoy them. If you haven't been smoking this kind, you had better come here and try some of our choice offerings.



No. 81

YOUR FIRST SMOKE

may not have been very pleasant, but now, at your mature age, you can't help but enjoy your smoke, if you smoke a —. The cigar with that fine Havana aroma that is worth so much more than we ask, is the —, at

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

TELL US YOUR TROUBLES

If it's concerning cigars or tobacco, perhaps we can assist you. We'll take pleasure in trying to suit your taste, no matter how particular it may be. We've been in the cigar business more than thirty years, and can show you some goods and prices worth while. We keep cigars of class, for men of taste.

FIVE CENTS



No. 168

DON'T DO IT

Don't monkey with a bad cigar. Why smoke a cheap tobacco sandwich when for five cents you can get a —, the cigar with that *Havana aroma* that pleases the palate and makes a most enjoyable smoke? That's the price,

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

BUY A GOOD ONE

You've been paying good money for a bad smoke, when you could just as well have had a — CIGAR with that fine *aroma that tickles* the tongue and pleases the palate for only five cents. Throw that ill-smelling cigar away, and in the future smoke —, and you'll never go back to the other. As I said before,

FIVE CENTS



No. 388

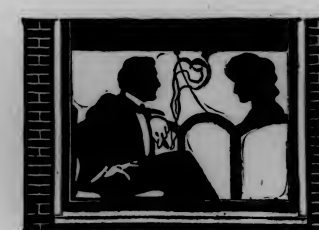
DO YOU ENJOY A GOOD SMOKE?

If you do, I have the best Havana cigars ever made or imported. I have spent much time in selecting personally a Havana tobacco that can never again be duplicated by other manufacturers. I will and do hereby give a personal guarantee in regard to the exquisite quality of these goods. They are not encumbered with paper bands. Paper rings on cigars are a nuisance, and the practice is being discontinued by the best Havana cigar factories.

This shows wording and illustrations, but does not suggest manner of display.

TRUE JOY

—a nice girl and a good cigar. You find the girl, we'll furnish the cigar. If you smoke the — cigar you'll be happy whether you have the girl or not. There is no better ten-cent cigar made for those who enjoy a really good smoke.



No. 350

WOMEN LOVE THE SMOKE

of an — cigar. It is so fragrant and delicate that much as they dislike the smell of ordinary tobacco, they enjoy the odor from an — cigar. Try one to-day after dinner. You can enjoy it in full confidence that you'll not be asked to stop, or even to get out of the best room in the house.

This shows wording and illustrations, but does not suggest manner of display.

HIS FAVORITE BRAND

The favored brand among all good judges of *cigars* is —. Being Cuban hand-made, with a choice Havana filler, wrapped with the finest grade of Havana, they offer an especially sweet smoke. Their quality is always uniform, owing to the skill with which they are rolled, and experience used in selecting the stock.



No. 304

Something that cuts the thirst with a tingle, pleases the palate with surpassing flavor and comforts the weakest stomach.

Such is

— BEER

Made from the best hops, malt and barley that money can buy and brewed in a plant possessing every scientific device for the production of a pure, healthful beverage.

This shows wording and illustrations, but does not suggest manner of display.

Treat your palate these hot days by drinking

— BEER

Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anaemia and debility.



No. 121

HAVE YOU TASTED OUR BEER?

If you wish to be healthy and happy drink

GOOD BEER

such as the — brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. — beer tastes good and is good—yet our price is not in excess of inferior makes.

This shows wording and illustrations, but does not suggest manner of display.

GOOD BEER A FRIEND!

Not a foe. Because the materials that enter into the manufacture of — Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no

BEER

but —. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.



No. 157

STRENGTH IN IT

There's health and strength in a bottle of pure beer. And — real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak; healthful for anybody. A standard, high grade beer. Unsurpassed

FOR TABLE USE

or medicinal purposes. The beer that cheers, nourishes, invigorates.

This shows wording and illustrations, but does not suggest manner of display.

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful.

BEER

is what you want—it is the best thing you can drink on a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. — beer is the beer you want for the home. It is as pure as a

BEER

can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.



No. 3

What attention do you pay to the

BEER

you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that — Beer means more than the taste. It is so

PURELY BREWED

of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.

This shows wording and illustrations, but does not suggest manner of display.

AT MEAL TIME

At luncheon, dinner or supper, the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making,

HEALTH-GIVING BEER,

which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.



No. 14

HEAR THE DOCTOR!

"So much alcohol is necessary for digestion. It helps food to assimilate, stimulates digestion and insures a healthy tone to the stomach."

BEER

contains 3 per cent.—no more, no less. The hops, barley and malt used in the making are the best money can buy.

The plant where it is brewed is equipped with every new, scientific device to produce a healthful, wholesome beverage.

This shows wording and illustrations, but does not suggest manner of display.

The drink for summer is — BOTTLED BEER

When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.



SCHRAUF No. 353

SPEAKING OF BEVERAGES

Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. — beer meets all the specifications enumerated above.

This shows wording and illustrations, but does not suggest manner of display.

HERE'S A SIGN OF GOOD CHEER

In the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, — beer is the standard of quality.



Don't Fail to Light Up
one of our Diplomat Cigars before starting on that walk to the office. It will put you in good humor and you'll start in the day's work with a vim. The Diplomat Cigar ought by rights to be sold for a nickel more than its price, which is only 5 cents. It is certainly the equal of many cigars sold at the higher figure.
Samuel Hawkins, 724 Market St.



An Ideal Cigar
For the refined palate where delicate flavor and fragrant aroma is essential, there is nothing that will please like an
EL PRADO CIGAR
JOHN ERZINGER
Melrose Block
Phone 67
251 Portage Ave.
Phone 2177



PIPES REPAIRED
We make a specialty of repairing pipes. Don't throw a good pipe away because there is something wrong with it. Bring it to us, we can make it as good as new.
H. I. Pelletier
171 SIMPSON STREET

SHEPARD
LOOK, MEN! AT THE SAVINGS
CIGARS
AND SMOKERS' ARTICLES
AT 30TH ANNIVERSARY PRICES
ALL 5c CIGARS 7 for 25c
FRENCH GILT ASH OR PIN TRAYS. Also a lot of assorted Ash Trays, regularly 39c. Anniversary Price, choice 19c

CUTLER'S 5c. SMOKERS One of our largest sellers. BOX OF 25 79c \$1.00 value	NEW NARRAGANSETT CIGARS Clear Havana 10c. value. BOX OF 25 1.29 \$1.50 value
CUBAN SEAL 5c. CIGARS An excellent smother. BOX OF 50 1.69 \$2.00 value	MARTINEZ CLEAR HAVANA CIGARS Any shape in stock. BOX OF 50 for 3.75
CUBAN SEAL 5c. CIGARS In glass jars, just 15 of them. Regularly \$1.25. 25 CIGARS 89c	PIPES Hundreds of them. Old lots of all kinds of 5c. and 10c. value—all styles and shapes. 10c. value 13c

20% OFF the marked prices for all SMOKERS' ARTICLES, such as pipes, tobacco pouches, cigar cases, pipe racks and ALL 1/2 and 1-pound tins and jars of tobacco. **ASH RECEPTACLES** with the revolving top. Various good shapes and designs. 50c. values. Anniversary Price 49c
Cigar Store Entrance for Men.

SMOKE 1912 CIGARS
The 1912 Cigar is now made with a clear Havana filler, and is the best Domestic Cigar in Canada barring none.
Try one.
THE C. L. MARKS CO., LTD.
Makers.

4,000 Black and ... White Cigars
Were sold at our National Cigar Stand in 40 days. We expect to sell 5,000 in the next 30 days, because it has proven to be the **Best 5c Cigar Obtainable**.
The "best" having proved "best" control of its special brands by the National Organization to serve you 50 per cent. better value than the "biggest" cigar store can give.
Caldwell & Bloor Co.
The Quality Store.
Not one word of criticism.

The Deservedly Popular High-Class CIGAR
ADANAC CIGARS
Low in Price
High in Quality
3 for 25c
JOHN ERZINGER
Melrose Block 251 Portage Ave.
Phone 67 Phone 2177

J.H.
J. H.—the largest selling 10c. Cigar in the Southern Tier.
Quality made it so.

Don't Turn Your Back on Our Offer of The New Chandler
the Straight Cigar Today, Tomorrow, for half price 5c
You can get all you want today for 5 cents. Wednesday there'll be 10 cents straight. Lay in a week's supply today.
THE SMOKE HOUSE
608 Kansas Avenue.

CUT THIS OUT
Bring your Tobacco Tags and Coupons to us for CASH or PRESENTS. We pay the Highest Prices.
Tuck Cigar Co.
No. 12 MARKET ST., Cor. Water St., Philadelphia

IF I KNEW THAT MAN
well enough, I should ask him where he got that cigar. "It's certainly a fine one."
The Cigar Cigarette makes friends—many friends—lasting friends. Its uniform quality and flavor was never from particular smokers anywhere. If you have not tried it yet, do so today.
Mild, mellow and free burning. All the popular shapes. It is sold by dealers regularly, and by nearly all the Hotels, Clubs, Restaurants and Drug Stores—"three-for-a-quarter" and upwards.
Ask your dealer.
CHARLES B. PERKINS CO.
Sole Proprietors, Boston

Put the Modern Advertising Plant in Your Office

Use It to Bring Your Wares to the
Personal Attention of Your Customers
By Means of Personal Letters



The **OLIVER**
Typewriter

*The Standard
Visible Writer*

Will Pay for Itself Quickly in New Business It Will Bring You, and You Have the Convenience and Pleasure of Its Use Besides

Let us tell you about this personal letter advertising.
Let us show you the Oliver.
You can easily use it yourself.

THE OLIVER TYPEWRITER COMPANY

310 BROADWAY, NEW YORK

**END OF
TITLE**